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No. 11

Advertisers and Commodity Prices

These Facts and Figures Show That a Concerted Plan of Confidence Expansion Based on Selfish Motives Is Now Possible

By Roy Dickinson

THE manufacturer who buys raw materials and makes them up into trade-marked articles for which he builds a present and future demand by advertising, stands today in a strong potential position.

The Coca-Cola Company offers a good example. Its recent report shows that net income in 1931 exceeded net income for 1930. This net income was \$14,023,622 after all charges and reserves for taxes. In 1930 net income was \$13,515,535, yet total sales last year amounted to \$40,255,512 as against \$41,284,540 in the previous year.

R. W. Woodruff, president of the company, said to his stockholders in the annual report:

"The favorable profit showing for 1931, compared to the record year of 1930, despite a small decrease in volume of sales, is the principal point of interest in the annual report of your company and its subsidiaries.

"This showing was made possible through decreased cost of raw materials and a more profitable operation of subsidiaries. There was also a reduction in general operating expenses with the exception of advertising. This item was appreciably increased."

With commodity prices in many lines at or near their "irreducible minimum" and plenty of advertising space for sale, there is a great chance now to invest some of that big cash surplus, if any.

Jerome Mendleson, president of B. T. Babbitt, Inc., has always been a close student of the relation between increased advertising and low commodity prices. He said:

"Low commodity prices are an opportunity for an advertising manufacturer provided the differential is used in constructive advertising and better merchandising. We do not believe that lower prices tend to increase consumption; we believe that good constructive advertising does. . . . We should spend our savings on constructive advertising and improved merchandising."

There is a double-barreled opportunity here now for those advertising manufacturers who are buying raw materials at bargain prices, selling a product at a fair price fixed by advertising and big volume.

They have the great opportunity of investing more money right now in advertising than before and getting a big 1932 jump on competition, and their leadership in entering the market now for future needs of certain commodities, is more than likely to start the creaky old economic machine on the upward climb. Look at the course of recent events.

All the steps taken by the Government, including the National Credit Corporation of last October, the Reconstruction Finance Corporation and finally the Glass-Steagall Bill, pre-suppose a concerted plan of "doing something about it."

Economists point out that the ultimate effect of the Glass-Steagall Bill will be to raise commodity prices. Yet as long as the general public, business men and all others continue to make mental bets that commodity prices will go up, nothing much will happen. As soon

as they back their views with real money it will be possible to say that general sentiment really has improved. As a matter of fact, many advertisers are taking the lead in backing their views with real money in the form of the purchase of commodities for future needs right now.

While the great banks in their monthly comments on present conditions are naturally cautious, they indicate that the building process is now beginning at the bottom.

It seems to me that a careful survey of present inventory positions, and consideration of the courage which so many manufacturers who advertise have always shown in the past, makes it probable that advertisers are going to be the ones to take the lead in individual action which may very easily lead to a strengthening of commodity prices, one of the first steps toward a more normal level of business activity. This statement is based not upon vague hopes and surmises, but certain definite actions which are being taken now.

A short time ago Clarence Francis, executive vice-president of the General Foods Corporation, told how during the course of a trip through twenty States he discovered that inventories of manufacturers, jobbers and retailers in the food field had reached the lowest possible basis. He called such abnormally low inventories economically unsound, pointed out that for more than a year and a half many companies had produced smaller quantities of goods than the public was actually consuming.

If there should be, therefore, an immediate concerted action by manufacturers and distributors to replenish depleted inventories, it would serve as a real and fundamental aid to business convalescence. But these general movements don't start from patriotic or generous motives. People do act when they think it is profitable for them to act. They will buy when they believe it is better to invest money in merchandise now than to wait until later. It has been said that if manufacturers started it and jobbers followed, and the retailers marched along in line, in any pro-

gram to increase their inventories by only 10 per cent the action would create activity in many lines to stimulate business and put thousands of people back at work.

If, then, a great many manufacturers at one time decide that it is time to cease boasting about lower inventories, a buying move would take place, but not before.

Take a look at another company in the food field. The Beech-Nut Packing Company with a diversified line such as cured meats, preserved fruits, candy drops, jams, jellies, peanut butter, biscuit dainties, coffee and chewing gum, all marketed under the advertised brand of Beech-Nut, uses many sorts of raw materials.

Food Products Are Cashable

It has a fairly liquid inventory at any time, as food products can always be turned into cash at a price.

A recent analysis of this company points out some pertinent facts concerning the profits of buying commodities at the right time.

One significant fact revealed by an analysis of Beech-Nut's income accounts for a period of years is that the margin of profit has been well maintained, amounting to 11.03 per cent last year against 11.35 per cent in 1929, the year of record sales, and 5.99 per cent in 1921, a major depression year. This shows that falling commodity prices do not affect the company's business seriously, due to the rapid inventory turnover and excellent management. There was a marked rise in the commodity price index between the middle of 1927 and the end of 1928. During this period Beech-Nut's net sales gained 4.4 per cent and profits 20.2 per cent. It can thus be seen that the company has in the past profited handsomely from rising commodity prices.

What is the present outlook on commodity prices, the present situation and possible tendencies?

Officials of the Gold Dust Corporation told me recently that, believing underlying conditions are now receptive, and that the motivating force has now been pro-

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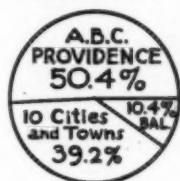
CHAS.

Boston

CULTIVATE RHODE ISLAND IN 1932

FOOD Sales *are* *also* Concentrated!

FOOD Sales



About 90% of Rhode Island's \$84,060,000 retail sales in **FOOD** stores (as reported by federal census) are concentrated in cities and towns of greater than 10,000 population. Half of the state total is within the city carrier limits of Providence.

Restaurant sales (another \$12,710,000) are 95% concentrated in these urban centers. Similar proportions apply to other lines. Only 6% of Rhode Island's retail trade is scattered among the smaller communities.

Journal-Bulletin FAMILIES

In Providence

19 OUT OF 20

In Rhode Island

2 OUT OF 3

of families reading
daily newspapers

*The Rhode Island market is a **PROFIT** market, in higher proportion than any other state.*

The PROVIDENCE JOURNAL and BULLETIN R.I.

Dominating New England's Second Largest Market

CHAS. H. EDDY CO. *Representatives* R. J. BIDWELL CO.
Boston • New York • Chicago • San Francisco • Los Angeles • Seattle

REDUCED INVENTORIES

	1931	1930
Alpha Portland Cement Co.	\$1,723,839	\$2,273,705
Atlas Powder	2,016,543	3,065,410
Auburn Automobile Co.	2,453,958	5,158,148
Chrysler Corporation	22,104,294	26,055,412
Cluett, Peabody & Co.	2,905,328	3,478,839
Colgate-Palmolive-Peet Co.	14,659,102	17,630,412
Cream of Wheat	378,665	531,667
Devoe & Raynolds	2,712,269	3,496,275
Drug, Inc.	24,507,521	26,281,755
E. I. du Pont de Nemours	33,564,317	39,457,080
General Baking Co.	1,486,655	1,712,781
General Cigar Co.	18,682,194	20,026,288
Gold Dust	8,037,296	10,986,098
B. Kuppenheimer & Co.	677,446	1,113,409
Hudson Motor Car Co.	4,475,668	6,843,900
International Harvester Co.	78,658,932	90,738,467
Kelvinator Corp.	2,326,698	3,112,795
Kelly-Springfield Tire Co.	3,487,382	5,560,789
Lambert Co.	1,459,680	1,287,375
Lehn & Fink Products Co.	766,494	845,762
National Biscuit Co.	7,750,108	8,999,908
Phoenix Hosiery	2,006,192	3,722,259
Standard Brands, Inc.	12,995,738	15,152,687
Stewart-Warner	2,869,281	4,452,869
United Fruit	7,652,140	11,473,820
Wilson & Co.	14,833,941	22,820,726
F. W. Woolworth Co.	32,387,435	33,385,414

vided for reversing the hitherto downward trend, they have acted on the courage of their convictions and purchased for their forward requirements in some cases three months, in some six and in one case more than a year ahead. As is well known, the Gold Dust Corporation uses wax and turpentine in its shoe polish division, other basic raw materials in its Gold Dust cleansing powder, coconut oil in its food product division, and flour and oats in its cereal division.

Standard Statistics Company, in its recent summary, points out that there is a great backlog of accumulated needs and that a gradual recovery in the general commodity price list may be expected.

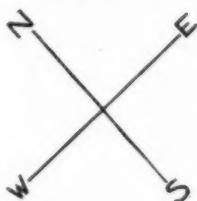
The company then presents its opinion as to the current and prospective position of each of the forty-six major commodities and suggests that manufacturers predicate their buying needs on the assumption that we are about to enter at least a temporary period of gradually rising commodity prices. In no less than six basic commodities this advisory service urges forward buying for the next six months; in six more it urges manufacturers to cover at the present time for three to six months ahead of their present needs, and in eight other commodities urges the covering three to six months in

advance of needs on any price weakness.

Practically every consumer can give personal evidence that retailers are low in inventory. Most men can tell stories of hunting in vain for a 15½ collar or blue broadcloth shirt, size 16, with collar attached. But retailers are not going to replenish inventories all by themselves, until the movement is started by the manufacturer. When the exchange of goods between industry and industry starts, when advertisers decide that now is the time to buy raw materials for the demand they are going to create by their subsequent advertising, then something will happen.

In view of the continual statements by writers and speakers that the present aggregate output of materials is not sufficient to maintain the basis of the current lowered rate of consumption, that stocks on hand are low in many divisions of industry, what are the facts? Balance sheets of large corporations, big potential buyers of raw materials, are better indications than isolated examples or theories. In the table on this page are a few facts compiled by *Barron's* from annual balance sheets, comparing size of inventories in dollars at the end of the last two years.

This comparison indicates quite
(Continued on page 112)



In They Come

*From the North, South,
East and West*

**6450 Subscribers to the
HOUSE BEAUTIFUL TRADE EDITION**

... TESTIFY TO ITS WORTH. From all over the country we receive gratifying letters telling us of its value to interior decorators, store executives, furniture and furnishings buyers and specialty shops.

From a New York firm comes the following:

"We read regularly with much interest your Trade Index and find it a conservatively authentic source of style-trend information."

A large company in Atlanta, Georgia, writes this:

"The House Beautiful's Trade Index is of value to us chiefly because we are so far removed from the metropolitan center of America."

A Bradford, Pennsylvania, concern says this:

"We feel that the Index gives the greatest amount of style information we have had for months, in fact exceeding on its few pages the entire issue of any trade journal."

From Toledo, Ohio, comes another typical letter:

"Simple form and definite content make it an extremely usable thing to us, and it is used throughout the store by buyers and sales people. It is of considerable aid to a sales person to have at least read this Index when he meets the customer who is a careful reader of House Beautiful."

House Beautiful

8 ARLINGTON STREET BOSTON

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

Member of the National Shelter Group

J. WALTER
THOMPSON
COMPANY

Product research • Study of markets and
merchandising • Complete advertising service in
newspapers, magazines, radio, and outdoor.
An organization of more than eleven hundred
people, located in twenty-two offices in
the market centers of the world

NEW YORK • 420 Lexington Avenue • 1 Wall Street

CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO • BOSTON • CINCINNATI • ST. LOUIS

LOS ANGELES • MONTREAL • TORONTO • London

Paris • Barcelona • Stockholm • Copenhagen • Berlin • Antwerp

Sao Paulo • Buenos Aires • Port Elizabeth • Bombay • Sydney

\$1,000,000 for Twelve Words

Buick Blankets the Country with Intensive One-Month Campaign

By Bernard A. Grimes

THE current Buick campaign, which started this week and which will run for one month, establishes a new record in advertising. It is the most intensive campaign behind a brief message that has ever been conducted.

Why is Buick spending in the neighborhood of \$1,000,000 to blanket the country with a twelve-word message devoted to just one model in its line? E. J. Poag, assistant sales manager, answers this question:

"This is not the time for advertisers to get cold feet. That advertiser in any industry who manifests a high degree of aggressiveness in the telling of his story to the world will be automatically rewarded.

"These are not the days for good campaigns alone. These are days for superb campaigns, campaigns that demand the fullest expression of advertising ingenuity and its ability to dramatize the values available to a procrastinating public. Great campaigns are needed to get the action you want."

The Buick campaign is geared to meet the psychology of the day. It is an ensemble of forces focused on one objective—driving home to the public the fact that Buick makes a car which sells at less than \$1,000 at the factory.

Dramatizing the Message

For years the public has thought in terms of heavy cars. These were the cars which enjoyed the greatest sales up until the last year when 60 per cent of the cars sold were in the light weight class. The Buick campaign dramatizes the lowest price model in order that people all over the country may know that heavy weight cars are available at a moderate price.

When Mr. Poag calls for great campaigns, he is within the bounds of reason, for his company is intensively using almost every major

means of advertising approach to the public and using them on a scale which makes practically each part of the campaign an item of news in itself.

Radio gave the first news of the campaign in an announcement last Sunday, March 13. Listeners were told to look for Buick news which would appear on outdoor bulletins on March 15. On that date, 15,500 bulletins flashed this message on a Western Union blank background:

Don't buy any car until you see Buick's 3,500 lb. \$995 Sedan.

From radio and outdoor, the campaign next moved into weekly periodicals and farm papers. Here, too, the same message appears on a Western Union blank background.

Effective Use of a Simple Principle

Certain elements of the strategy behind the campaign now begin to present themselves. Two facts stand out—the message stresses weight and price, and issues a demand for comparison. Also, the campaign shows effective use of one of the simplest principles of advertising—unity.

This unity carries through to the next step with 2,000 newspapers, in space from half-page to gradations in smaller space, carrying the same message in the same way. The messages are not addressed to "The Public" or "Car owner," nor are they signed. Nothing is allowed to detract from their importance.

March 17 introduces a new note in the advertising by arrangement with Western Union to have 23,000 messengers deliver 1,600,000 messages to a preferred list of motor car owners. These messages carry the twelve-word statement and a sentence inviting the receivers to visit the display rooms of their local dealers. For this phase of the campaign, a specially tinted paper is used. Envelopes carry a reproduction of Buick's Wizard

We agree "100%" with N. W. Ayer's Mr. Swigert!

"The only type of circulation that has real worth as a goodwill asset is that represented by the readers who buy a newspaper because they want it and have confidence in it."

FRANK L. SWIGERT

N. W. Ayer & Son

Iowa people in 1931 paid \$2,601,032.46 for subscriptions to The Des Moines Register and Tribune. A new all time record! No premiums induced them to subscribe! No contest or insurance scheme high pressured them into parting with this two and a half million dollars. They bought The Register and Tribune because they wanted it in their homes.

"Few newspapers have as intense reader interest as The Des Moines Register and Tribune."—Dr. George Gallup, originator of the famous Gallup surveys.

The Des Moines Register and Tribune

240,844 Daily---214,459 Sunday (A B C)

control red ball emblem. These two features are incorporated to avoid arousing any undue excitement which might cause an unfavorable reaction on people. It also is believed that this special tinted paper will inject a new psychological appeal and arouse a spontaneous curiosity.

Later in the campaign, messengers will call upon these 1,600,000 car owners and, addressing a car owner by name, will present him with a large-sized envelope, at the same time explaining that this contains a complete story of the Buick model. The messenger should make no mistakes because what he is to say is printed right on the face of the envelope.

The enclosure is a special catalog in color. It deals primarily with the 3,500 lb. \$995 sedan, but for the first time in the campaign other Buick models enter into it. These are shown in small pictures whereas the sedan is shown in a double spread.

Retail Salesmen Ready

To take care of the crowds which this campaign will send into dealers' showrooms more than 10,000 retail salesmen have been coached in the work of presentation. More than 2,000 dealers will localize the dramatic aspects of the campaign, displaying the sedan on a red plush mounting and employing special window display stickers which unify their localities to the national campaign.

No detail is left to chance. So that every feature of mechanical or comfort convenience will be made known to display visitors, dealers have been furnished with a large pictorial presentation of Buick construction. Miniatures, size 8½ by 11 inches, have been placed with every retail salesman who goes out to call.

On the morning that the campaign broke, March 15, dealers opening their display rooms, found telegrams pasted on the door windows, nearby the door locks. These messages could be read by passers-by. After the "Good-Morning" salutation the messages reminded the dealer that this was a day of days

and asked him to check up and make certain that his men were equipped with their promotion material, that all displays were up both in the showroom and in the service station.

This entire campaign, with one incidental exception, places all stress on one model, and the lowest price model at that. Why? In the answer to this question rests the strategy of the campaign which is a campaign for the entire Buick line though surface evidence seems to the contrary. First, the campaign is certain to remove any mistaken thought that Buick cars are beyond the reach of medium price purchasers. Buick is a large, and old, and an experienced advertiser. It knows that of the tens of thousands who will investigate the sedan, many will step up to models in the higher priced brackets. Emphasis on the lower price car will bring prospects for larger cars.

Present Buick owners will learn that newer models of the cars they possess are reduced in price. If they are persuaded to buy nothing other than a smaller model, Buick has succeeded in keeping old users in the fold.

Dealers learned of the new campaign in a series of territorial meetings held between March 3 and 15. Obviously, it was imperative that they be posted in advance but, to maintain a maximum of interest, the announcement was made as close as possible to the breaking of the public announcement. They have enthusiastically voted the campaign a "natural" as they should because it springs from a study of what is observed in dealers' showrooms.

Staying Close to the Men in the Field

"We always watch the thinking of the men in the field," Mr. Poag explained, "because they are close to the consumer and know what he likes and dislikes. There isn't a week that we do not spend some time in the field. This acquaints us with the various selling themes being used, for it is in the dealers' organizations that the sentiment and buying preferences of the public expresses itself."

 Thorough Trading Area Coverage Through One Newspaper

Journal Leads by 86% in Milwaukee —

DURING the first two months of 1932, The Journal published 86% more lineage than the Milwaukee morning-evening combination papers.

Of the total lineage published, The Journal's share was 65% — another increase in the steady trend toward this newspaper.

Milwaukee Newspaper Linage January and February, 1932

	THE JOURNAL Evening and Sunday	Combination Papers Morn., Eve. and Sunday
General	485,648	246,393
Retail	1,138,049	619,002
Classified	270,843	153,258
Total Lines	1,894,540	1,018,653

The lineage records of years show, in both totals and trends, that maximum returns are obtained in Milwaukee by concentrating in The Journal.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

 Covers More than 80% of the Buying Power in Greater Milwaukee

Consider the HUMMING BIRD



Buzz! Buzz! All over the lot. No mind of his own. No plan. No system. Just covering TERRITORY. Hither and yon . . . in, out, over and under! Purely a creature of caprice, utterly incapable of CONCENTRATION. And as a result the worst UNDERFED bird in the world.

CERTAINLY the one place you don't want humming-bird tactics is in the department that makes out your advertising schedules. Business is getting careful. Dollars are dollars these days and agate lines cost money and the stockholders are hungry for dividends. So an order has gone out, and the battle cry of 1932 is "CONCENTRATE." Isn't

it strange that the song The Chicago Daily News has been singing all these years should suddenly become the national anthem?

Here, in the Chicago sector where the battle for business is raging, you find one mighty market, presenting one mighty sales problem too big for hum-

THE CHICAGO MAIL

THE QUALITY QUANTITY COM

National Advertising Representatives

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

DETROIT
New Center Bldg.

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Chicago Da
re grocer
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ates—anoth
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The Chicag

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FRANCIS
adnock Bld

ing-bird tactics. Fortunately, there is one mighty answer—The Chicago Daily News. With its concentrated evening quality circulation that goes exactly to the very homes you want to reach and nowhere else. When you see The Chicago Daily News one of your appropriation seeps into Whipple's Crossing or Pattersonville. As a result The Chicago Daily News sells more merchandise for less money than any other Chicago newspaper.

Proof? Just call any Chicago department store manager or the manager of any Chicago chain grocery and that statement will be verified. Chicago department stores put most of their space in the Chicago Daily News—more than in both Chicago's morning daily newspapers combined—in fact, more than in any other Chicago daily—and such keen buyers certainly would not do so if they didn't get results. Consider also the fact that The Chicago Daily News carries more grocery advertising than any newspaper in the United States—another sure proof that it sells the merchandise. The Chicago Daily News has

a mind of its own. It knows where to go and it goes there. Obviously, with merchandise to sell, any one tackling the Chicago market wants to go to exactly these same homes. So let's go there together. Meanwhile let those who wish to, use humming-bird tactics. As for us—we'll concentrate.

Why Buzz Around?

Concentrate in

THE DAILY NEWS

The merchants of Chicago in 1931 spent the following amounts per reader in the advertising columns of Chicago's daily papers:

—in THE CHICAGO DAILY NEWS (Eve.)	\$12.32
—in the American (Eve.) ..	6.66
—in the Tribune (Morn.) ..	6.50
—in the Herald and Examiner (Morn.)	2.71

The Chicago Daily News carried more DEPARTMENT STORE ADVERTISING than the two morning papers combined.

The Chicago Daily News carried more TOTAL GROCERY ADVERTISING than any other newspaper in the United States.

—Authority: Media Records, Inc.

DAILY NEWS

CONCENTRATED EVENING CIRCULATION

WILLIAM A. McDEVITT CO.

NEW YORK

250 Park

SAN FRANCISCO
Madnock Bldg.

CHICAGO
29 S. LaSalle Street

Financial Advertising Offices
NEW YORK
165 Broadway

*Sells the
Merchandise*

NEW BUYING ERA LAUNCHED

by the Oklahoman and Times



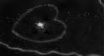
IT looked like the day before Christmas on Monday, February 29th, as a gigantic army of shoppers swept through the downtown business houses of Oklahoma City to take advantage of the greatest merchandising event in the city's history. The occasion was Oklahoma City Gain Day, a city-wide co-operative move by the Oklahoman and Times and 97 local retail merchants to puncture the dike of consumer buying lethargy.

The event was a brilliant success. Co-operating stores reported volume increases varying from 200 to 500 per cent over the corresponding Monday of 1931, and the largest number of out-of-town shoppers of any day in many months.

To the Oklahoman and Times goes entire credit for the success of Oklahoma City Gain Day. Every line of preliminary promotion appeared exclusively in the Daily Oklahoman, the Times and the Sunday Oklahoman. It was an admirable demonstration of the pulling power of these newspapers and proved conclusively that the Oklahoman and Times are the most economical, the most powerful, the most profitable selling forces in the Oklahoma City Market.

The **DAILY OKLAHOMAN**
OKLAHOMA CITY TIMES

OKLAHOMA FARMER-STOCKMAN
1. Radio Recruit Agency



RADIOPHONE W. K. Y.
Representatives

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A Salesman's Alibi Sheet

This Modernized Form for Road Reports Contains Space for Nearly
Anything but Data about Selling Goods

By John F. Bush, Jr.

Vice-President in Charge of Sales, Puritan Soap Company

WELL, it takes all kinds to make a world, they always say. And I suppose the same can be said of a sales organization.

But sometimes it seems to be pretty hard to justify the continued employment of some types of salesmen even on the broad principle that "it takes all kinds."

Here is a type of salesman particularly annoying to the sales manager who has to read his reports, and of little more value to his house. In any case, he is a misunderstood and unappreciated individual. We'll call him the "meteorologist salesman."

He is the "weather prophet" or "statistical" type. He is a keen analyst; a gatherer of facts and data on many interesting subjects; an unusually accurate observer.

His reports are very comprehensive. They reflect his cosmopolitan character and his many-sided nature. But despite his great variety of interests, he never fails to include helpful little details—like the weather, the road conditions, the state of the customer's health (or his own). These things show a love of nature and the great outdoors, and a sympathetic understanding of life in general—besides being of prime importance to the sales manager.

Of course, in the old days sales managers used to think that a salesman's report should indicate the possibility of selling some of the company's merchandise, and should give such information as the buyer's attitude toward the line, the territory covered by the jobber, the number of salesmen, competitive lines carried, the number of active dealer accounts, etc. But this is all changed now! Oh, my yes. I was of this same school, I must admit, until I made my big discovery. And for you sales managers who hold to such traditional notions this article contains a valuable secret.

We modern sales executives, no matter how tired and care-worn, are always most interested in hearing that a series of flat tires prevented our man from getting to bed before 2 a. m.; that the precipitation in Keokuk, Iowa, was so heavy three days before that our missionary salesman thought it best to remain in the jobber's establishment and discuss our line with the "counter men"; or that the wife of a prospective buyer recently contracted some obscure malady which has made it inadvisable for our man to even *suggest* the purchase of our line by the nerve-wracked prospect. And if, in the latter case, the salesman is thoughtful enough to detail a few of the symptoms incident to the lady's distress our joy knows no bounds.

Why Bother With Business Talk?

Then, too, there's the spirit of these reports to consider—the friendliness and conviviality! Why clutter a small report blank with a lot of commercial chit-chat when you can write a three-page letter dilating on the *human* side of the contact?

"Why talk shop?" I always hear sales managers ask.

The term "meteorologist" hardly does justice to these boys. It is too limited. Really, they are statistical genii. They are humanitarians in the broadest sense of the word. Some university should come forward and offer them a degree worthy of their varied findings, accomplishments, and mental agility. I would suggest the degree of D. C.—Doctor of Conversation. Then they could take this degree majoring in Meteorology, Public Health, Social Science, Politics, Transportation, Self-Pity, Clairvoyance, or whatever their preferences might be.

Like most manufacturers, we

have had some brief experience (we usually make the "experience" as brief as possible) with this type of man. The sales figures always fail to show that they have earned their salaries. But I never knew why until just recently. One day while studying the reports of one of these men in conjunction with his sales record, the big thought struck me. The fault was entirely ours. We had never given these men the right equipment! We had never made use of the valuable data with which they were equipped and accustomed to gather. Our report forms must be redesigned!

After careful analysis of the re-

quirements, we got up the form shown herewith. Its advantages are obvious. It serves both as a check list for the salesman and as a summarizing medium for the home office. It saves the salesman's time. He is less apt to overlook important data. It condenses the information. It makes it possible for the home office to compare new and old reports and note the progress of our accounts. Also it makes possible a comparison of accounts in different territories and an exchange of information.

For instance, if our salesman in New England reports a prospective buyer who suffers chronically from

SALESMAN'S REPORT			
Salesman's Name _____		Date _____	
I might be reached at _____			
Road Conditions:		Weather (general):	
<input type="checkbox"/> Slippery	<input type="checkbox"/> Fair	<input type="checkbox"/> Clear and cold	
<input type="checkbox"/> Muddy	<input type="checkbox"/> Rain	<input type="checkbox"/> Too hot to work	
<input type="checkbox"/> Construction	<input type="checkbox"/> Cloudburst	<input type="checkbox"/> Unsettled	
Visibility:	<input type="checkbox"/> Tornado	<input type="checkbox"/> Sub-zero	
<input type="checkbox"/> Could scarcely see through windshield	<input type="checkbox"/> Hurricane	<input type="checkbox"/> Thunderstorm	
<input type="checkbox"/> Could not see through windshield	<input type="checkbox"/> Typhoon	<input type="checkbox"/> Floods	
I was held up _____ hours by:	Weather (specific):		
<input type="checkbox"/> Flat tire	Precipitation last 24 hrs. _____		
<input type="checkbox"/> Broken spring	Barometer Reading _____		
<input type="checkbox"/> Accident	Temperature chart:		
<input type="checkbox"/> Bridge washed out	110° _____		
<input type="checkbox"/> Carbon and valve job	70° _____		
<input type="checkbox"/> Complete overhaul	_____		
Miles traveled _____	-30° _____		
Wire me \$ _____	8 A.M. 12 M. 4 P.M. 2 A.M.		
(estimated)			
CONDITION OF HEALTH (Personal):			
Temperature _____	Pulse _____	Respiration _____	
Digestion: <input type="checkbox"/> Good	Ate bad: <input type="checkbox"/>	<input type="checkbox"/> Fish	Drank: <input type="checkbox"/> Tomato juice
<input type="checkbox"/> Bad	<input type="checkbox"/>	<input type="checkbox"/> Olives	bad: <input type="checkbox"/> Gin
<input type="checkbox"/> Fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Scotch
Caught bad cold: <input type="checkbox"/> on sleeper		<input type="checkbox"/> changing tire	
<input type="checkbox"/> Out with jobber's man			
New symptoms since last report: _____			
CONDITION OF CUSTOMER'S HEALTH:			
<input type="checkbox"/> Just recovering from	<input type="checkbox"/> Pneumonia	<input type="checkbox"/> Cancer	
<input type="checkbox"/> Just coming down with	<input type="checkbox"/> Appendicitis	<input type="checkbox"/> Malignant tumor	
<input type="checkbox"/>	<input type="checkbox"/> Gall stones	<input type="checkbox"/>	
<input type="checkbox"/> Could not talk business on account of above.			
New symptoms since last call: _____			
RESULTS OF CALL: _____			

A New Type of Salesman's Report for Some "Modern" Salesmen

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gas on his stomach, and our files reveal that exactly the same condition was successfully dealt with by our Rocky Mountain man, you can easily see that the New England account is practically in the bag. This is a very important feature of the system.

Another and by all odds the greatest advantage of this system to the manufacturer is the fact that in time, with a large organization, he gathers a vast amount of valuable information that the world is anxious to receive. Think of the value of these weather reports (not guesses, mind you, but actual, exact observations) over a period of years. Think of the aggregate significance of the highway reports to our county and State authorities. Think of the clinical value of these medical records when summarized and considered in the light of averages.

And here is the great value to us—this is why we are putting this system in. If these meteorologist salesmen are ever successful in proving to us that we cannot make money selling our own products, we can simply discontinue making them, and turn right around and sell our scientifically gathered data in syndicate form to an eagerly awaiting public, medical profession and body politic.

The idea is immense!

It may end the depression.

Ralph Nicholson, General Manager, Macfadden Newspapers

Ralph Nicholson has been appointed general manager of the Macfadden Newspapers. He is also serving as general manager of the New York Graphic, one of the Macfadden group. He has been production manager of the New York Evening Post and the New York Telegram and assistant business manager of the Pittsburgh Press. For a year he was general manager of the Japan Advertiser, Tokio.

A. F. A. to Meet at New York

The Advertising Federation of America will hold its twenty-eighth annual convention at New York from June 19 to 23. Headquarters will be at the Waldorf-Astoria.

Appoints Self Agency

The Radio & Television Institute, Chicago, has appointed Edwin B. Self, Inc., Chicago advertising agency, to handle its advertising account.

J. Walter Thompson to Direct Electric Range Campaign

The three-year campaign, which will be conducted to promote the sale of electric ranges, will be directed by the J. Walter Thompson Company. This campaign which has been under consideration by the industry for several months, is taking definite form and an outline of the proposed program has been approved by the joint executive committee which is representing the National Electric Light Association and the National Electrical Manufacturers Association.

Preston S. Arkwright, president of the Georgia Power Company, has accepted chairmanship of the projected National Electric Cookery Council under whose auspices the campaign will be conducted. He also becomes chairman of the executive committee.

The budget set up includes the contemplated expenditure of \$200,000 in magazines during the first twelve months of activity. From five to six times this amount, it is estimated, will be spent in newspaper advertising and other local activities. National and local expenditures, it is expected, through the second and third years will be increased in line with the number of ranges set up as distribution quota.

Quota set up for the first years numbers 225,000; for the second year, 325,000 and, for the third year, 500,000. All funds employed for advertising in anything but local mediums, are to be contributed by the manufacturers, leaving local effort to dealers, merchants, distributors and power companies.

Screenland Magazines, Inc., Changes Ownership

Following the resignation of Alfred A. Cohen there has been a complete change of ownership of Screenland Magazines, Inc., New York, publisher of *Screenland* and *Silver Screen*. The active management of these publications has been taken over by Donald E. Curran and John H. Bachem.

Mr. Curran, who has been appointed publisher, has been with Blackett-Sample-Hummert, Inc., Chicago advertising agency, the Condé Nast Publications, the Crowell Publishing Company and the International Magazine Company. Mr. Bachem, who will act as advertising director, was formerly with Doubleday, Doran & Company, and, before that, was advertising manager of the former *Smart Set*.

There will be no other changes in personnel.

LeRoy Ferris Joins Picard-Sohn

LeRoy Ferris, for the last year vice-president of the Sacks Company, Inc., New York, has joined Picard-Sohn, Inc., advertising agency, also of that city, as an account executive. He was formerly director of promotional and advertising activities of the Industrial Alcohol Institute.

Publicity Is Uncontrolled

TELEGRAM

Editor of PRINTERS' INK:

Please wire collect date and page references to any articles that have appeared in recent years in *PRINTERS' INK* purporting to explain the difference between publicity and advertising based upon the practical commercial usage of these terms.

J. J. GIBBONS, LIMITED,
TORONTO, CANADA.

WHEN a furrier turns loose a fox on Fifth Avenue, causes a riot and eventually gets himself locked up by the S. P. C. A., that is publicity.

When Harry Reichenbach had two little colored boys smash a huge framed painting of "Over the Hill," caused crowds to mill about the sign in front of the Astor Hotel in New York City, while a policeman made the kids gather up every splinter of broken glass and a collection was taken, that, too, was publicity for one of Mr. Fox's pictures. A great many more similar examples are told in that fascinating book "Phantom Fame" by Harry Reichenbach and David Freedman.

When one of the smart publicity boys gives an idea to a soap manufacturer that cakes of soap might make an effective substitute for putty or clay for schoolroom use, holds contests in New York City at an art gallery, that, too, is publicity but it is somewhat on the border line because it led to paid advertising back of the idea. New copy in publications and street cars was used in which the company could say exactly what it pleased.

That in a sense is the fundamental difference between publicity and paid advertising. A man never knows what is going to happen when he tries to grab off free space. When he pays for the space he can say what he wants in it and control the exact wording and the impression it is going to make on his readers.

In Great Britain and its possessions, the word "publicity" is used in a much broader sense, sometimes even being used to embrace all paid advertising activities. Here in the United States the distinction is pretty sharply drawn. Yet when

Miss Peggy Fears, producer of "Child of Manhattan," makes the front page in New York City newspapers, in a hearing before the House Patents Committee called by Chairman Sirovich to inquire into dramatic critics, gets her good-looking photograph run and finds a way to describe her play in detail, maybe that is news.

Also as we look over our paper of this evening and find the page telling about the new bodies of automobiles, write-ups on various executives in the automotive field, and when we realize that the baseball season soon starts and ball parks will be filled by means of long, exciting articles in the news columns, sometimes it seems that the distinction isn't nearly as sharply drawn as it should be.

A serious writer on the subject recently attempting to define the difference between the two said this: "People have been educated to recognize paid advertising, to know where to look for it and to expect an advertiser to stand behind that which he openly sponsors on his own responsibility as distinguished from that merely reported about him."—[Ed. PRINTERS' INK.]

J. H. Stevenson Returns to "Junior Home Magazine"

John H. Stevenson, formerly sales manager of The Big 4 Magazines, New York, and more recently with the Eastern sales staff of the Capper Publications, has returned as Eastern advertising manager of the *Junior Home Magazine*, a position he held before joining the Big 4 group. He will make his headquarters at New York.

Curtis Advances Fernandez and C. J. Clark

A. J. Fernandez, who has been assistant to the advertising director of the Curtis Publishing Company, Philadelphia, has been appointed circulation manager. C. J. Clark has been appointed assistant to the advertising director.

Odol Account to Ruthrauff & Ryan

The Odol Company of America, Chicago, maker of Odol mouth wash, has appointed the Chicago office of Ruthrauff & Ryan, Inc., to direct its advertising account.



NOW READY!

The News 1932 Route List of Indianapolis Grocery and Drug Stores

Salesmen find this route list indispensable in effectively covering Indianapolis. It contains a classified list of all retail Grocery and Drug outlets, together with Grocery and Drug jobbers, arranged in routes. Department and Chain Store buyers are also included. Copies may be secured without cost by present and prospective advertisers from the Merchandising and National Advertising Department of The Indianapolis News.

Member

Major Market Newspapers, Inc.

THE INDIANAPOLIS NEWS

New York: DAN A. CARROLL, 110 E. 42nd St.

Chicago: J. E. LUTZ, Lake Michigan Bldg.

Mr. Kastor's Strategy is S



THE BOONE MAN REPRESENTS
21 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal

Boston American
Baltimore News
Washington Times-Herald

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American

Rochester American
Detroit Times
Omaha Bee-News

Baltimore American
Washington Herald
Atlanta American

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Statement of Mr. Kastor, of H. W. Kastor & Sons Advertising Company . . . "Selling, to be strategic, must be waste free. It is our policy, wherever feasible, to find markets where you can concentrate on the greatest number of buying readers, in the smallest area."

WE AGREE. There is no sounder strategy than to focus sales effort upon dense markets that are known to be able to buy.

Concentrate upon people in those markets with newspapers that are a vital influence in their daily lives . . . upon dealers with the impelling pressure of trained merchandising men who know how to secure the utmost in helpful cooperation.

Many concerns have proved the soundness of this strategy. Two large tire manufacturers in-

creased sales and corrected an unfavorable dealer situation . . . a packer of meat products doubled his sales . . . a distributor of vacuum cleaners produced over 2,600 new prospects in a highly competitive market.

There are opportunities to duplicate these successes in the twenty-one Hearst newspapers concentrated in eleven dense markets of 23,000,000 people and represented by the Rodney E. Boone Organization. The market facts will undoubtedly prove most interesting to you.

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
New York

Boston	Chicago	Detroit	Philadelphia
Rochester	Cleveland	Atlanta	San Francisco

What a Market Detroit Is!



More than ever Detroiters visiting other cities are deluged with questions about the automotive situation. There's a feeling abroad that Detroit may once again be the Moses leading industry out of the wilderness by bringing to scared buyers such bargains in personal transportation that hoarded dollars will gladly be exchanged for speeding, gas consuming, tire wearing flivvers.

That is just one angle of the unique position held by the Detroit market among markets of America. Detroit is stirring rapidly these days. There's a new car in the wind which has "sight unseen" been sold to thousands of motorists. Can you beat that for tangible evidence of what a market Detroit is and is likely to be?

Don't overlook this huge market—America's fourth—in making up your spring schedule. There'll be business in Detroit this Spring for those who advertise their wares in Detroit's great medium—The News—reaching more of every element of population than any other Detroit newspaper and 71% of all \$3,000 and over income homes.

The Detroit News

THE HOME NEWSPAPER

New York
I. A. KLEIN, Inc.

Chicago
J. E. LUTZ

Member Major Market Newspapers, Inc.

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Retail Sales as a Measure of Buying Power

Value of the Census of Distribution Figures; Danger in Their Use

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

MANUFACTURERS, wholesalers, retailers, advertising agencies, and all others engaged in marketing have been looking forward to the publication of the complete returns of the Census of Distribution. They expect the figures on retail sales to be the best index of buying power that has yet been available and that they will be of great value in making sales plans. There was fear at one time that the census figures would not be broken down by counties, but the Census Bureau has recently issued preliminary figures for each county in the United States.

It is of course true that the distribution census figures will be of great value. Not only will total retail sales by States, cities, and counties be useful, but also the sales by classes of commodities; the sales by kinds of stores; percentage done through chains; the number of outlets; the number of employees per store; the costs of doing business; and the various other types of information that will be furnished, or that may be obtained by analysis and rearrangement of the figures.

What Better Measure?

But let's examine the assumption that total retail sales are going to furnish an adequate and accurate index of buying power. So many buying power indexes have been worked out, and used by various publishers, advertising agencies, manufacturers, and others, that it is interesting to consider whether retail sales are going to supplant these other indexes. It is the writer's belief that total retail sales will furnish an excellent measure of buying power for commodities in general. What can better measure buying power than the

total actual purchases at retail?

One objection may be raised that total purchases at retail do not accurately measure the total *power* to buy, in that people do not spend all of their incomes in retail stores. This is very true. In fact, in 1929, when total retail sales were 53 billion dollars, the total national income, as estimated by the National Bureau of Economic Research, was about 90 billions. So that only about 60 per cent was spent in retail stores. The rest went for transportation, rent, taxes, gas and electricity, insurance, public amusements, professional services, stocks and bonds, savings, and other items.

So that total retail sales do not represent the total potential buying power of the nation. But they do represent the total spent for commodities.

A Variation— But Slight

Again, it may be that people in some parts of the country spend smaller proportions of their total incomes in retail stores than do people in other parts of the country. This is undoubtedly true. But the opinion is offered here that the variation in this respect is so slight that retail sales furnish an adequate index of general buying power. Perhaps it would be a little more accurate to speak of a general buying or purchasing index, rather than to use the word "power"; but the distinction is of little importance.

Perhaps the most serious objection to retail sales as a measure of buying power is the fact that when compiled on a county basis, they understate the total buying power of those counties that are adjacent to large cities—and by the same token, they overstate the buying

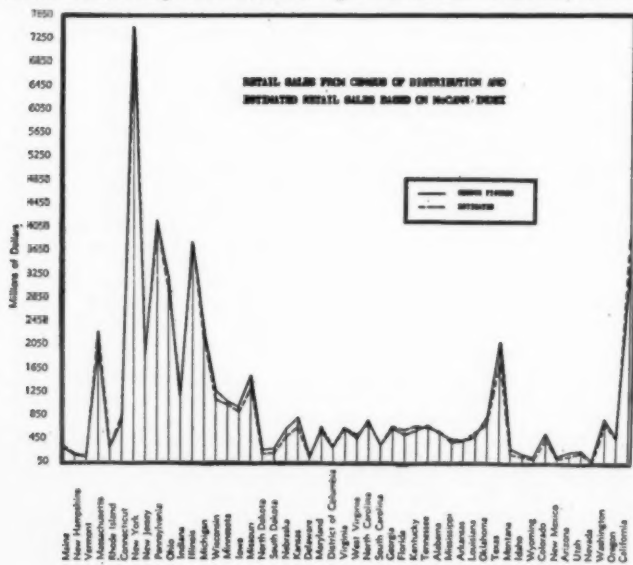
power of the cities themselves, because people in surrounding counties do so much of their shopping in the cities. When it is important to know the buying power of individual counties, this weakness of the Census of Distribution figures must be taken into account. But when several counties are combined with the county in which the large city is located, so as to get an aggregate figure for a sales district or trading area, this difficulty obviously irons out. Retail sales to people living outside such a trading area are ordinarily so small that they may be disregarded. Since most studies of sales potentials are for groups of counties, retail sales as reported by the Bureau usually furnish an adequate general index of buying power.

Another point that might be raised against total retail sales as a measure of general buying power is that they throw no light on the distribution of incomes among the different income brackets. In other words, two States may show the same totals of retail sales, but one of the States may have twice as

many people receiving incomes of \$10,000 or over as the other. The assumption is presumably that the State having the larger number of people with high incomes will have the greater buying power.

Perhaps this would be true in measuring the market for Rolls-Royces, but it would not be true for most articles of general consumption and of moderate price. So that this objection furnishes no argument against total retail sales as a measure of *general* buying power. For articles that appeal to millionaires or to limited classes of the population, there are special modifying factors that can usually be discovered and that can be used in combination with general buying power to give adequate measures of their markets. This matter will be discussed later.

One other point must be considered in connection with retail sales as a measure of general buying power, and that is that the census figures now being issued apply to the year 1929. In 1931, total retail sales were probably at least 20 per cent lower. What they will be



in 1932 or 1935 remains to be seen. When the figures are being used as an indication of total volume of retail business in the whole country or in any section, it will be necessary to make allowances for the changes in volume of business due to variations in business conditions.

Adjustments May Be Necessary

But when the census figures are used as a measure of *relative* buying power in different States or sales districts, this variation due to business conditions is not so serious, although adjustments may be necessary when certain parts of the country are relatively worse off, or better off, than other parts. And during the next few years, before the next Census of Distribution is taken, it may be necessary to make adjustments—or to use some other index—due to the more rapid economic advancement of some parts of the country as compared with others.

In PRINTERS' INK of August 21, 1930, a general buying power index was described. This included four factors: number of income tax returns; number of domestic lighting customers; bank deposits; and the combined circulation of four leading magazines. These were combined by the multiple correlation process. That this index turned out to be approximately correct may be seen from Chart I reproduced on page 26, which shows total retail sales by States as reported by the Census Bureau compared with an estimate of retail sales based on the index mentioned above. Such an index of general buying power can be compiled during inter-censal years.

So far, I have shown that the volume of retail sales furnishes a good measure of general buying power, at least for the present. *But there is one serious danger in the way these figures are likely to be used by manufacturers and marketers. And that is that they will probably be adopted as a measure of the market for any and all commodities.*

This has been a common mistake in the past in the establishment of regional sales quotas by individual

manufacturers. The circulations of certain magazines, the number of telephones, and buying power indexes issued by various companies, have been used—and are being used today—in this way.

It seems more or less obvious that no *general* buying power index can measure the market for a great many individual commodities. To cite extreme cases, general buying power affords no measure of the potential market for snow-shoes or for woolen underwear. Nor does it indicate possible sales of Palm Beach suits. In these cases, climate is a controlling factor.

This matter is of great importance, because too many marketers judge the weakness or strength of their sales in different parts of the country by comparing them with some general buying power index, such as total retail sales will furnish. Erroneous conclusions are generally drawn from such comparisons. Also, general buying power has often been used as a basis for allocation of advertising in different parts of the country, instead of using some index that measures the potential market of the community being advertised.

It is true that there are some commodities, for which general buying power furnishes an adequate measure. Just how many, nobody knows. But for the majority of products, there are special factors that affect their sale, and these factors must be taken into consideration if an accurate measure of the market is to be obtained.

Guessing at the Value of Factors

On the other hand, there are many companies that have realized the fallacy of trying to measure their markets by means of some general buying power index. They have sought the special factors that affect or measure the sale of their products. But they have usually guessed at these factors. They have assumed that two or three factors, such as number of automobiles, number of income tax returns, number of retail stores, and number of telephones, would furnish a good measure. They have then proceeded to combine them,

and have often guessed that one factor was twice as important as the others. In other words, they have guessed at the factors to be used and also at their weights.

This procedure furnishes a rough-and-ready method of measuring sales potentials, and of establishing sales quotas, and undoubtedly the results are more accurate than quotas based on past sales or on any general buying power index. In many cases they have been sufficiently accurate for all practical purposes. But there has been developed a method whereby the guesswork is largely eliminated both in the choice of factors that affect the sale of any individual product, and in combining them so that each is given its proper weight. This is the correlation method, described in a series of articles that appeared in seven successive issues of *PRINTERS' INK*, beginning with July 31, 1930.

This matter has been discussed at length, because the writer believes that many companies are likely to make the mistake of using the retail figures of the Distribution Census as a gauge of the market for their particular commodities.

The Census Bureau, however, breaks down total retail sales by

counties in the following groups:

Food Group
Country General Store Group
General Merchandise Group
Automotive Group
Apparel Group
Furniture and Household Group
Restaurants and Eating Places Group
Lumber & Building Materials Group (except hardware)
All other stores group
Grocery, meat and combination stores
Motor vehicle sales establishments
Filling Stations
Garages
Accessories and other automotive
Shoes—men's, women's, and children's
Drug stores

These figures will help and it may very well be that total food store sales, for example, may furnish a fair measure of the market for certain food products that are in common use throughout the country. They will not furnish an accurate measure for other products that are used more in some sections than in others, such as baked beans, corn meal, or chile-con-carne. For a great many commodities, it will still be necessary to find special factors that affect their sales. The Census Bureau will still further break down retail sales into a considerable number of commodities, but these figures will apply to only the better and larger stores in cities of over

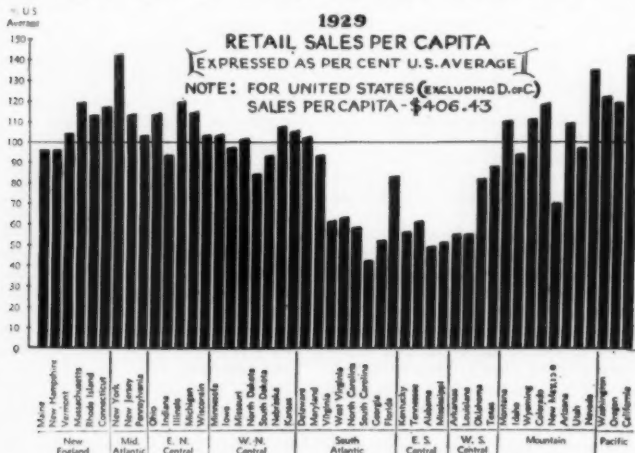


Chart II



THROUGH More Front Doors

What an advertising campaign will say may be decided in the president's office, the conference room or a copy writer's cubby-hole—but what it will *do* is decided in living rooms and over dining room tables.

So, once the copy has been okehed, the sound thing to do is get it *past* as many front doors as the budget will permit. And by far the most effective front door opener in Chicago's evening field is the Chicago American. By many, many thousands it has the largest evening circulation in America's second market.

To clinch the matter, it has the greatest *home-delivered* circulation any Chicago evening newspaper has ever had at any time.

C H I C A G O AMERICAN

a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.

National Representatives:

RODNEY E. BOONE ORGANIZATION

“**Be it 23% or 112% greater reader interest Kroehler Furniture is out to get it!**

says **P. E. KROEHLER**

President, Kroehler Mfg. Co.

... *Continues Mr. Kroehler:* “The Gallup figures* showed the average advertising page in Liberty to have been seen by 23% more persons than in some magazines. And by 112% more than in others.

“But this relative standing happened to repeat itself in 6 cities and for 6 issues.

“An accident could happen once. Errors might occur several times. But when 6 checks of men, 6 checks of women, 12 checks in all, agree with little variation, something has got to be done about it.

“A 23% greater readership per unit of circulation cannot be ignored by any advertiser in times like these. And the possibility of a 112% greater audience must be taken advantage of.

“Kroehler has held the leadership in a highly competitive industry for many years. We have done so by keeping a flexible outlook, quickly adapting ourselves to new conditions as they arise.

“The world is passing through a chaotic period. Kroehler means to profit from these circumstances as it has from others in the past.

“In revising our magazine list to include Liberty, this Company recognizes the profit possibilities in Liberty’s highly modern editorial technique. An editorial structure so new, so accurately keyed to the present public tempo that more men and women ask for Liberty every week than any other magazine; a reader interest now proved by Gallup in a manner that Kroehler has been quick to recognize. With the help of this mighty magazine force, Kroehler looks forward to a year of progress.”

Liberty...

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An old mattress is no fit playground for your BABY



Even when it's inside your davenport

UNITED STATES
GOVERNMENT
WARNS YOU:

"Every year thousands of old mattresses are
disposed and their ragged ends in way too
exposedly use furniture."

ment store. This beautifully comfortable
furniture can be had in a safe class of
rich colored covering materials.

The Kroehler label beneath the cushion
is a positive guarantee that—
1. Frame will not—

NEW BUSINESS

carefully illustrated Kroehler
"Guide to Enjoyable Living Rooms" con-
taining the latest ideas on home decorat-
ing is now ready. Write for your free copy.
Address:

KROEHLER Mfg. Co.
Chicago, Ill., or Department, Canada
World's Largest Manufacturers of Furniture
in Great Furniture in United States and Canada



Kroehler living materials guaranteed new and quality

KROEHLER

1212 N. WABASH AVENUE - CHICAGO, ILLINOIS - BUREAU OF FURNITURE

one of the 1932 Kroehler advertisements in Liberty

* The Gallup tests were the first
checks ever made on what items
men and women actually read.

They showed that the average ad-
vertising page in Liberty had been
seen by:

48% more persons than in Weekly A
23% more persons than in Weekly B
112% more persons than in Weekly C

The only weekly magazine estab-
lished since the War, Liberty has un-
doubtedly struck a new note of public

Other New Business

Bristol-Myers Co., Ingram's Milk-
weed Cream

California Packing Corp., Del Monte
Food Products

Fred G. Clark Co., Hysis Motor Oil

Colgate-Palmolive-Peet Co., Colgate
Shaving Cream

Durium Products Corp., Hit-of-the-
Week Records

General Electric Co., Hotpoint
Electric Range

General Electric Co., Hotpoint
Table Appliances

General Electric Co., Refrigerator

General Foods Corp., Maxwell
House Coffee

General Foods Corp., Post's Bran
Flakes

General Foods Corp., Postum

H. J. Heinz Co., Spaghetti

Johnson & Johnson, Modess

Lavoris Chemical Co.

Lehn & Fink, Hind's Greaseless
Texture Cream

Lehn & Fink, Lysol

Maybelline Co.

Morton Salt Co.

Phoenix Mutual Life Insurance Co.

Royal Typewriter Co.

Spool Cotton Co.

U. S. Tobacco Co., Dill's Best
Tobacco

Vick Chemical Co., Vick's
Vapo-Rub

interest. In these days of radio, movies
and automobiling, Liberty, "Amer-
ica's Best Read Weekly," is giving
maximum audiences every week to an
increasing list of leading advertisers.

Dealers and advertisers who are in-
terested in these new facts on reader in-
terest in the weekly field are invited to
write for a copy of the original Gallup
Report. It will be sent without obliga-
tion. Merely address Liberty, 420 Lex-
ington Avenue, New York City, N. Y.

... America's BEST READ Weekly

10,000 population; and it is problematical how valuable they will be for quota purposes.

One other thought with regard to the use of census figures: There is too much of a tendency to use actual figures rather than per capita figures in many marketing studies. For some purposes, actual figures answer the purpose. But in careful analyses of markets, and in the measurement of sales potentials, much more accurate work can generally be done by reducing all figures to a per capita basis.

The great variation in per capita buying power in different parts of the country is not generally realized. This variation is shown in Chart II reproduced on page 28, which merely shows per capita retail sales by States, as reported by the Census Bureau, each represented as a percentage of the average per capita retail sales of the country as a whole. These figures will not be greeted with enthusiasm by those chambers of commerce and development associations which find that per capita purchases in their States or districts are only 50 or 60 or 70 per cent of the United States average. But these are the figures that must be used in scientific analyses of markets.

Joins Hirshon-Garfield

Miss Victoria Gaines, formerly with the advertising department of the Simplicity Pattern Company, has joined the copy staff of Hirshon-Garfield, Inc., New York advertising agency.

Ice Dealers Appoint Ingalls

The New England Ice Dealers Association, Boston, has appointed Ingalls-Advertising, of that city, to direct its advertising account. Radio advertising will be used.

Appoints Cleveland Agency

The McDonald-Callahan-Richards Company, Cleveland, investment securities, has appointed the Edward Howard Agency, of that city, to direct the advertising of its Forty Bond Syndicate.

Advanced by Rex Cole, Inc.

Arthur H. Linenberg, formerly a member of the sales promotion department of Rex Cole, Inc., has been appointed assistant to the manager of that division.

Built to Specification

ALBERT FRANK & COMPANY
Advertising
SAN FRANCISCO

Editor of PRINTERS' INK:

Thanks for your efficient and courteous replies to our inquiries for information. Three times we have asked you and each time have received a list of subjects exactly suitable to our needs.

You certainly perform a valuable service to agencies and one which is deeply appreciated.

ALBERT FRANK & COMPANY.

Newspaper Campaign for Van Camp Sea Food

The Van Camp Sea Food Company, Inc., Terminal Island, Calif., canner of White Star Tuna and Chicken of the Sea Brand Tuna, is releasing an advertising campaign which, according to the company, is the largest newspaper campaign in its history. Several hundred newspapers throughout the United States will be used together with outdoor advertising. The account is handled by the San Francisco office of Emil Brisacher & Staff.

Oil Account to Hommann, Tarcher & Sheldon

The Pennsylvania Grade Crude Oil Association, Oil City, Pa., has appointed Hommann, Tarcher & Sheldon, Inc., New York, to direct its advertising account. Magazines, farm papers, business papers and direct mail will be used.

New Account to Northrup Agency

The Leather Insole Institute, Boston, association of leather insole supply houses, has appointed the R. D. Northrup Company, of that city, to direct its advertising account.

Appoints Hazard Agency

The Turner & Seymour Manufacturing Company, Torrington, Conn., has appointed the Hazard Advertising Corporation, New York, to direct the advertising of Ta-Bowl, a new table bowling game.

Appoints Pack Agency

The American Waterproofing Company, Cincinnati, maker of rainproof fabrics, has appointed the Philip C. Pack Company, Ann Arbor, Mich., to direct its advertising account.

Joins Empire Service

William A. Charters, formerly with the Robinson, Lightfoot Company, Inc., has joined the Empire Advertising Service, New York.

Joins "Drug Trade News"

Phillip H. Van Itallie, formerly editor of *Aromatics*, has joined the editorial staff of the *Drug Trade News*.

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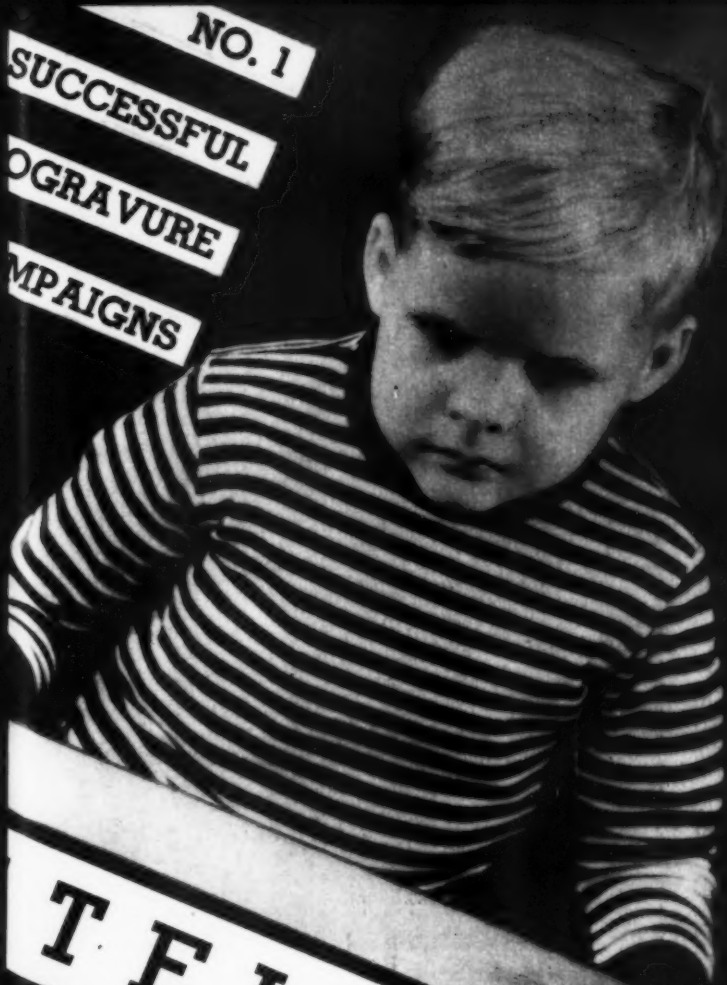
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SUCCESSFUL

LOGRAVURE

MPAIGNS

TEINWAY





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n Bruehl

paign place
W. Ayer & So

" PAPER IS THE SE

- For more than a decade beautiful, sympathetic, reproductions in rotogravure have helped "the instrument of the immortals" make secure its business immortality.
- To picture Steinway the incomparable in musical tone values, what medium could be as expressive as rotogravure — the incomparable in printing tone value? The power of



ographs by
n Bruehl

paign placed by
F. Ayer & Son, Inc.

E SE OF THE JOB"

rotogravure as a prestige building medium could have no stronger testimonial than the Steinway roto campaign.

● We have all felt the appeal of the pictures shown here as we've run across them in the rotogravure sections of our Sunday newspapers. And so have thousands of others, as Steinway's position in the industry so well demonstrates.



● International Paper Company manufactures a full line of papers to meet every rotogravure need and requirement.

INTERNATIONAL PAPER COMPANY
220 EAST 42nd STREET, NEW YORK

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When Copy Offends

A Dissertation about Good Taste Advertising Based on a Text Which the Writer Hadn't Heard About

By Marsh K. Powers

President, The Powers-House Company

[EDITORIAL NOTE: "I don't like their advertising." This was the answer of a New York banker to one of his customers who asked for an unbiased expert opinion as to the standing of a manufacturing organization which is one of the country's largest advertisers. The customer owned a considerable quantity of the company's stock and wanted to buy more. But the banker's reaction shook his faith to such an extent that he invested his money elsewhere.

We are neither defending nor criticizing the judgment displayed by the banker and the investor. But the incident occurred to us as we read the accompanying article setting forth the possible perils of overstepping the border-line of good taste in advertising.

Mr. Powers did not know about this conversation when he wrote his article but he could not have chosen a better text.]

DE gustibus non disputandum. In other words, there can be no disputing about tastes.

This being so, why tread on anybody's toes by writing advertising copy that offends when the message can be told just as forcefully or even more so by using copy that does not offend?

"Good taste" is a very intangible and indefinable thing. It is not the same thing in two different nations nor, for that matter, in two successive generations of the same race. The result is that any argument engendered by a discussion of it can easily be interminable.

The border-line between "good taste" and "bad taste" in advertising is equally hard to define.

This can only be one man's discussion of one man's individual feelings and reactions. It cannot be all-inclusive, yet it will serve a useful purpose if it illustrates that one man's meat may be another man's poison and, as a result, in-

duces any advertiser to steer clear of questionable topics and treatments.

Two similar articles concerned with personal hygiene are being advertised today in closely similar fashion. The advertising of one offends me—the other rouses no resentment—yet I cannot exactly explain why the former's advertising is so unpleasant to me that my hearty dislike extends to the merchandise. I simply know that I would resent seeing the article in my home, wholly because of its advertising copy.

Some Ideas Just Don't Belong Together

To illustrate how narrow the dividing line can be, let me illustrate further by quoting a headline which caught my unfavorable attention in an architectural magazine. It advertised a water-purifying system for swimming pools and was simply this—"Swim in Drinking Water." To my mind that is anything but a pleasant association of ideas. "Drinking Water," as I understand it, is water which is to be served for drinking. I most certainly do not relish the thought of drinking it after it has been used for swimming.

Yet only a slight modification is needed in the phrasing to make everything acceptable and favorable. "Swim in Water Pure Enough to Drink" is an entirely pleasant suggestion, with no kick-back.

It is some years since I have been a consistent pipe-smoker. I indulge just often enough to keep keenly alive in my mind that the "plumbing problem" in a pipe is a major deterrent to many smokers.

If you grant from this that I am a potential pipe prospect, then it seems wholly logical for a pipe-manufacturer who has solved this plumbing problem to emphasize the achievement. One pipe manufacturer does this with the phrase

"drinkless" and, instead of attracting me, discourages in me any impulse to smoke any pipe. My particular standards are offended by a description that is unpleasant to me.

A cigarette advertiser once used the theme of the far-from-fresh breakfast egg for the incident to be pictured in an advertisement. He advised his readers, under such circumstances, to light his brand of cigarettes.

Stale eggs, in spite of their one-time popularity in cheap vaudeville and movies, are a noisome topic. Are we expected to understand (it is, I think, the logical reader-reaction) that the fumes of this particular cigarette will prove an effective homeopathic remedy?

A famous newspaper approached the indefinable borderline between the acceptable and the unpleasant in an advertisement headed "Tomato Surprise!" The copy was wholly innocent of offense—but the illustration featured a wriggling worm as the "surprise."

Is that an over-finicky criticism of a thing intended merely to be lightly humorous?

White-Wings and Refrigerators

Perhaps it is—but I can't believe that anyone will argue with me that, for the same reason, a white-wing, busily engaged with broom, shovel, and cart, is an acceptable selection for illustrating an advertisement featuring a refrigerator. It, too, was undoubtedly aimed at winning an appreciative grin.

I recently submitted to a feminine censor a piece of copy concerned with housekeeping. In it I referred to one spot as, under existing conditions, "a breeding spot of dust and grime."

"I don't like that," said my critic. "It may be entirely true but I resent being told that any part of my house is a breeding spot for dirt. If you leave that in, women will stop reading right there."

There was no need to argue the point. It was too obvious. The truth of the statement was immaterial as compared with the bad taste with which the truth had been

stated and the antagonism it aroused.

Years ago I had another lesson in good taste in advertising which has remained steadfastly in my memory.

It was discovered that a mechanical article for which I was writing the copy was used in a plant which produced a famous line of lingerie. The advertising of the lingerie consisted largely of photographs of Follies beauties attired in the famous lingerie.

Here, I figured, was a golden opportunity to produce a piece of advertising which would be mounted on the walls of a thousand shops!

The Advertiser Shakes His Head

The technique was simple—a giant reproduction of the commodity with chorus girls in miniature scattered over it in a wide range of postures. The completed dummy was, so I thought, a masterpiece in its apparently legitimate application of sex appeal to a mechanical subject. There was a direct "reason-why" for the introduction of the scantily clad beauties.

When the dummy was submitted to the advertiser he studied it briefly, then shook his head and handed it back.

"No, we can't use it," was his verdict. "It would be saved in a great many places, just as you say. Nevertheless, it is in dubious taste. If the time has come when we need to use the female body to get attention for our goods, then the time has also arrived when we must radically improve our goods. I don't think we need to descend to the use of feminine physiques quite yet."

Whenever, in the years since then, the temptation has come to approach the line of demarcation between good and questionable taste, that comment recurs to me. If there is any doubt as to the taste involved in a procedure, the burden of the doubt lies against the action. I am not convinced that an exhibition of bad or dubious taste is ever the one and only expedient or the best expedient that can be devised.

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This Advertising Copy Attempts to Make a Visit to France a Necessary Part of Every Cultured American's Education

sophisticated traveler who knows what it is all about. But this thought is not pushed too far. There is no forced smartness here, no offensive snobbery, no effort to tell unsophisticates to "stay away."

Just as every Moslem hopes to make the pilgrimage to Mecca, and every Catholic priest hopes some day to visit Rome, it is possible, so this advertiser believes, to make every American who wishes to be considered a cultivated man or woman look to a visit to France as a necessary part of his or her education and experience. If this end can be achieved, then travel by French Line will follow easily—for in effect the French Line is part of France.

A decidedly French atmosphere has been injected into the advertising. Those working on it have been men who are thoroughly familiar with travel and transportation and who know France and the French.

The French Line is treated as something that is a part of France and not as a steamship line carrying people to that country. Readers are made to feel that they step into a French atmosphere as soon as they board one of this line's boats.

Take, for example, the advertisement which is reproduced with this article. This is the first of this year's series of advertisements appearing in color in magazines.

exemplified the spirit of the title, "Good-Bye to all that!" and would contain people of authoritative style handled humanly and understandingly. Each of the happy passengers is supposed to carry the thought to readers that he is saying, thinking or feeling "Good-Bye to all that!"

This thought is expressed in the relaxed, thankful, thoughtfulness of the young man on the extreme right; it is borne in the air of casual sophistication of the blue-skirted beauty who turns her back on Manhattan; it is found in the



The Reader Is Supposed to Feel a Sense of Increasing Distance Between the Voyagers and New York

jaunty elation of line in the figure of the brilliantly clad young woman at the left, and in the appropriate central action of the man with the movie camera.

And behind "all that" the too well-known skyline of lower Manhattan rears itself forbiddingly in its most up-to-date form. A photograph was especially taken as a guide for this work, so that the ever-changing pile of towers and spires would be authentically up to the minute.

The reader is supposed to feel a sense of increasing distance between the lucky voyagers and New York.

The grizzled old salt in the lower left seems to breathe the good nature of French peasantry; or, as one of the agency men put it, he looks as though he had just had his meal of oysters and *vin du pays*.

The National Touch

The tri-color streamer and the French flag at the bottom complete the distinctly national touch that the advertiser is so anxious to have in each advertisement.

The inclusion of the French seaman's picture in the illustration is part of the advertiser's plan to meet and dispel certain objections. The matter of French seamanship is important. Both in picture and in text the idea must be gradually ingrained on the public consciousness that French Line seamanship is, by tradition of long standing, as dependable, sturdy and true as any in existence today.

Another barrier which must be met is that of language. English-speaking steward service, therefore, is an important item in the text.

"Good-Bye to all that!" is one of a series of advertisements designed for a certain selected list of periodicals. Simultaneously there is appearing in another list a series designed particularly to interest and attract the conservative element of the public.

This series has timely importance. Whereas severe financial reverses have been suffered, there are those whose principal remains intact, and whose incomes have been decreased but little. These

people are not attracted, this advertiser feels, by advertising that is too sophisticated. They respond to "lure" copy of an entirely different genre.

For them the advertising portrays values, the pleasures and cultural advantages of travel in France, the benefits of French Line passage. The copy is prepared in such a way that no ultra-conservative feelings are injured. In fact, this same type of copy is designed to appeal to rural people of comfortable means, to anyone who does not fall definitely into the classification of a Social Registerite or a lately moneyed sophisticate.

Together, these two classifications of advertising cover a broad consumer appeal.

Organize Publishers' Representative Business

The Ewing Hutchison Company, publishers' representative business, has been started at Chicago by R. E. Hutchison and Glenn Mills. Mr. Hutchison was for fifteen years with N. W. Ayer & Son, Inc., and, at one time, was Western manager of the *American Legion Monthly*. For the last two years he has been advertising director of the Dartnell Publications, Chicago. Mr. Mills was formerly with the Chicago office of the Condé Nast Publications and before that was with the *American Legion Monthly* and Erwin, Wasey & Company.

The new company is located at 35 E. Wacker Drive.

Fairfax Agency Adds to Staff

E. C. Vick, formerly with the Charles Advertising Service, Inc., New York, and Marshall F. Bachheimer, formerly with the Andrew Cone General Advertising Agency, Inc., of that city, have joined the H. W. Fairfax Advertising Agency, Inc., also of New York, as account executives.

Advanced by San Francisco "News"

Vernon E. Caughell, formerly national advertising manager of the San Francisco *News*, has been appointed assistant advertising director. George H. Grafft succeeds him as national advertising manager.

F. A. Warren Heads Gutta Percha

F. A. Warren, formerly treasurer of the Gutta Percha & Rubber Company, Ltd., has been elected president of that company, succeeding the late C. M. Candee.

The Mailed Fist

IT costs dimes to dollars to deliver a selling talk in person. It costs just a few cents if a printed piece is used.

The salesman may be persuasive—even forceful. But we know some planners of direct-mail advertising, (and we have a couple in our own organization), who can put more fire into a booklet or a folder than most individuals can in a personal selling talk.

When you want to use the mailed fist, let us know.

Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue, New York, N. Y.



"LET GO THAT BOTTLE AND LISTEN..
*True Story mothers are
 our best customers!*"

Y Y Y

"Let go that bottle for a minute and listen. I have some good news."

"Mmm'm, I'm listening. What's the news?"

"Our best customers are True Story mothers! They write us more letters than any mothers who read about us."

"Gee! That is good news!"

"You bet it is, and it's been going on for a long time. For three years more letters have come from True Story mothers than any of the rest. But, of course, there are so many more mothers with young babies reading True Story."

"Well, why do you suppose True Story mothers are so much more interested in us?"

"Why, they must read everything we say about Johnson & Johnson Baby Products very carefully."

"Then True Story babies must be just as happy and healthy as we are!"

"They should be. Their mothers are certainly taking good care of them."

1931 was the third successive year True Story has led the Johnson & Johnson Baby Products list both in total inquiries and inquiry cost according to information just received from Johnson & Johnson.

In 1930 the inquiry cost of the Johnson & Johnson Baby Products advertising in True Story was 79¢; in 1931, 51¢; inquiry cost reduced 30.4%.

In 1930 total inquiries from True Story were 25,476; in 1931, 41,103; total inquiries increased 61.3%.

In 1931 the inquiry cost of the second ranking magazine on the Johnson & Johnson list was three times the cost of True Story and the last ranking magazine was four times greater.

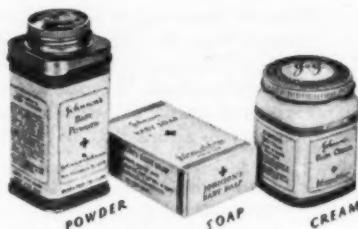
The second ranking magazine in 1931 pulled less than two-thirds as many coupons as True Story and the last ranking magazine less than half the total of True Story. On the basis of this record True Story received a full schedule for 1932.

The merchandise you are selling may be radically different from Johnson & Johnson Products but regardless of lack of similarity your products can be sold—and sold profitably, too—through the pages of True Story.

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TRUE STORY MOTHERS WROTE FOR SAMPLES OF THESE PRODUCTS



N... The obvious conclusion from the Johnson & Johnson record is that True Story is read by a preponderance of young mothers. This, of course, is correct. In fact, the number of mothers with young babies reading True Story is greater than the number reading any other magazine but there are more basic reasons for the remarkable record made by True Story for Johnson & Johnson.

Reader interest and reader buying power are the primary reasons why True Story is setting sales and inquiry records for hundreds of advertisers.

Newsstand circulation is the gauge of reader interest—price per copy is the gauge of buying power. Compare True Story with any other magazine published. You'll find True Story has the greatest newsstand sale in the world and at 25c a copy. Maximum reader interest plus reader buying power explains the leadership of True Story.

More mothers with young babies—yes; but more than that True Story delivers interested readers every month with money to spend—no dead wood—every reader is an active prospect at the time your advertisement is seen. That's how sales are made.

Worcester, Massachusetts

(With 6.65% of the national population, New England has 7.56% of total Retail Sales in the United States.)

Telegram-Gazette Trucks Travel 1391 Miles A Day To Bring The News To Worcester Market Readers

Most of these readers live within an easy thirty-minute driving distance from the Telegram-Gazette office. Yet, over the city streets of Worcester and over the roads within an average 25 mile radius from Worcester, 26 Telegram-Gazette delivery cars travel nearly half-a-million miles a year. This mileage is necessary to assure **PROMPT** delivery of the news.

To deliver the regular editions of the Telegram-Gazette to Worcester readers necessitates a daily mileage of 426.6.

To deliver the regular editions of the Telegram-Gazette to out-of-town readers within an average 25 mile radius, necessitates a daily mileage of 964.8.

Extra runs are made on all important news occasions.

During the recent big storm, when 14 inches of snow fell at Worcester within 24 hours, the Telegram-Gazette fleet made all deliveries on scheduled time.

This swift delivery service, which functions with clock-like precision in sun or storm, is another of the important factors underlying the effectiveness of Telegram-Gazette advertising.

The average family grows to expect the newspaper at a given hour, and sets aside a definite time in which to read it. The prompt and regular delivery system of the Telegram-Gazette is as important to advertisers as it is pleasing to readers, for through this service the reader receives the paper in ample time to read it thoroughly—news AND advertisements.

The ENTIRE Worcester Market, city and suburban, is effectively covered through these newspapers ALONE.

Average Net Paid Circulation for the Year 1931

Over 105,000 Daily Over 53,000 Sunday

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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A Message in Broadcloth

Wilson Brothers Introduce a New Line with an Effective
Direct-Mail Piece

THE newly formed Wamsutta division of Wilson Brothers, resulting from the recent merchandising alliance between the Wamsutta Mills and the Wilson Brothers concern, is introducing to the trade a new line of Wamsutta shirts, pajamas and underwear. The announcement of this line to the retailers was made by means of an unusually effective direct-mail piece. The piece itself was a sample of the new shirting, and was augmented by business-paper advertising to the apparel trade.

Choosing as its most desirable prospective dealers a list of some 500 select department stores throughout the country, the first mailing piece was sent out. It brought 3 per cent returns in requests for further information regarding the new line. The purpose of this announcement, however, was not only to gain direct inquiries but also to make it generally known to the trade that Wamsutta, a name which has for many years been associated in the consumer's mind with quality sheets and pillow cases, is now a name under which shirts, pajamas and underwear are being manufactured. The impressiveness of its first mailing piece, the company feels, was such as to bring this fact before the trade in an unmistakable manner.

Announcement on Actual Fabric

The mailing piece which announced the new line was a four-sheet announcement, each sheet of which consisted of the actual fabric of one of the new broadcloth shirtings that the company is introducing. On these four sheets, which were about a foot and a half square, was printed in large and easily read characters the message which the company wished to tell the retailers.

The first "page" of the announcement told the fact that the material upon which it was printed

was that of the new broadcloth shirting by Wamsutta. On the following page was shown a picture of the Wilson Brothers plant at South Bend, Ind., and another of the Wamsutta Mills at New Bedford, Mass., with the further information that the material was spun by Wamsutta and the shirts styled and made by Wilson Brothers. Next was presented a reproduction of the Wamsutta label to be used on each of the shirts and the final page was devoted to the story of the combination of the two companies and a brief description of the new line, together with the suggestion that further information could be had by returning the telegram enclosed with the mailing piece.

Making It Easy to Wire

This telegram, one of which was rolled in with each of the announcements, was already typed out and addressed to the company, marked collect, and carrying the request for further information regarding the new line. If the recipient wished to make an inquiry into the line, therefore, it was only necessary for him to fill in his name and address and send the telegram.

Inquiries made through the use of these telegrams, as has been mentioned, amounted to 3 per cent of the mailing. Yet the company feels that the results of the mailing were much more satisfactory in a way that could not be measured by percentage. Some inquiries, of course, were made with no reference to the mailing piece and may have been occasioned by it, or by other advertising of the company's. Many of the inquiries resulting from the mailing piece were made without making use of the telegram form. The announcement, however, was talked about by officials of department stores throughout the country and in such a way that the company is certain that

it has made a valuable impression.

The list to which this mailing piece was sent included only the most desirable department stores in key cities, and was, for the purpose to which it was put, a highly effective one. Since the company intends to introduce its line through only one store in any given city, all other stores are dropped from the list as soon as one in a city agrees to handle the line.

An interesting method was developed of addressing the announcements, which were mailed in black cardboard cylinders of a size and appearance to attract the attention of any man who might find one on his desk. Instead of addressing the piece merely to the store or to its "Buyer," or even to an individual member of the staff, it was decided to address it to "The Man Who Buys Shirts." This particular wording was used because it was felt that the person known as the "buyer" of a store is often a stock clerk who is buyer

in name only and who actually has little or nothing to do with the buying of merchandise.

Lists with the actual names of the buyers of the various stores were, of course, available, but such lists, the company believed, might be inaccurate because of the frequency of personnel changes in the department store field. It was also felt that if the piece should inadvertently be addressed personally to the wrong man, someone perhaps who was unimportant or no longer connected with the store, the effect would be damaging to the impression the company wished to create.

It is planned to follow up this first announcement with further direct mail, of a more conventional nature, which will tell the story of the Wamsutta division of Wilson Brothers in more detail and which will also describe the consumer advertising campaign that is planned for the new line of shirts, underwear and pajamas.

What Groucho Says

To Merge? Or to Be Merged?

SO you heard about Gates being merged, eh? Well, that story is at least fairly true, only Gates didn't go clean bust. How long since he was V. P. here? Oh a year or less. Glad I didn't hook up with him cuz I'm a bummer financier than he is, even.

He started to be a world-beater in a hurry. Now there's a process that doesn't seem to be so easy as 'twas a few bygone years ago. His hook-up looked great—but he tried to run a small agency with all the scenery of a whopping big one.

Why not? Say, hasn't anybody ever mentioned overhead within the range of your ears? Why, boy, if the big ones are selling some of their scenery to the junk man what right's a little feller got to buy scenery?

Foxy Gates discovered that, learning for the first time in his agile life that old man overhead was not a myth of some crabbed old Gent. Treas., but a real guy. Gates swats any flea which bites

him. He thought overhead was a flea instead of an elephant.

"So," sez Gates, "I'll lick this insect overhead, I'll find some guy with a business like mine. absorb him, kill his overhead and cut mine down to half, then everything will be jake."

So he hunts up Dingle. Know Dingle? Neither did Gates. Gates fed him and wore his high hat. Dingle didn't mind the high hat.

"Pish, tush and foey!" sez Ding. "Half as much overhead per dollar volume? Forget it, son. I'm cutting overhead out, not half out. Been making money all my life without scenery."

No Gates didn't back out. Gates knew he had to merge or bust. Gates didn't merge. He was merged. Gates is "mergee" if you get me.

Don't believe it? Well, I know Gates same as you. He's good, but eloquent. Dingle is giving him enough work to do so Gates ain't got time to talk about it.

GROUCHO.

Supplying the World

Arizona's mining industry, producing 40 per cent of the country's copper and one-fourth of the world's production, buys most of its supplies in Phoenix. It is approximated that the mines spend \$31,000,000 annually for supplies. Such a tremendous sum spent by one industry accounts in part why Phoenix' net yearly sales exceed cities of greater population....and why Phoenix offers opportunities for sales expansion that are unmatched!

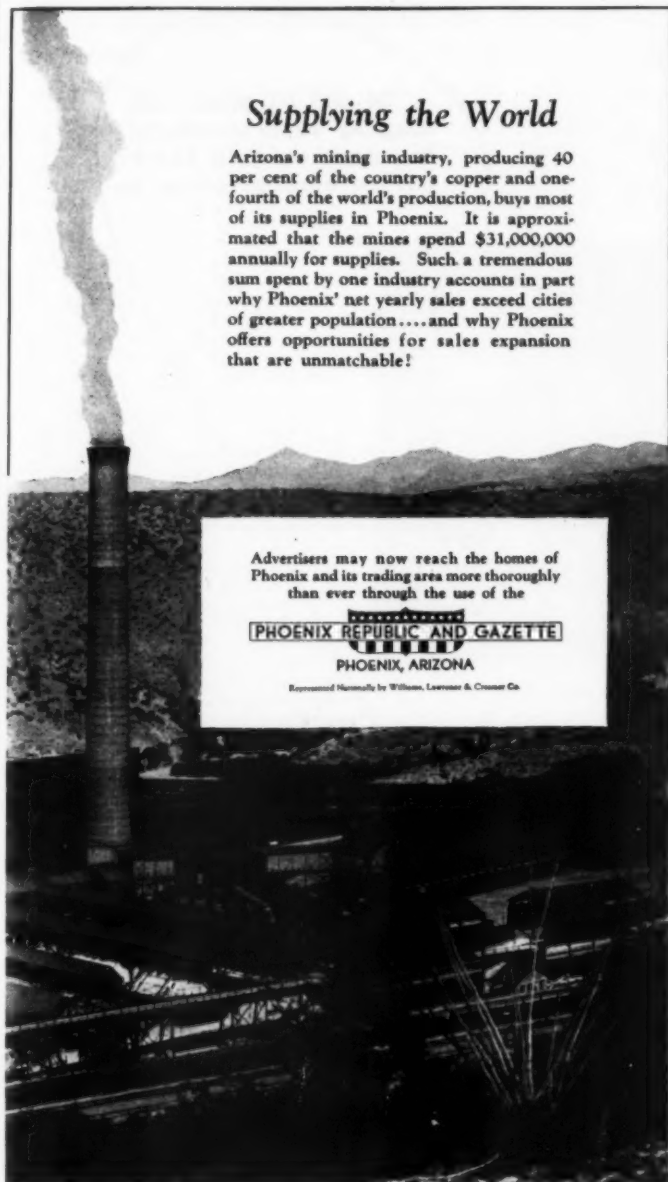
Advertisers may now reach the homes of Phoenix and its trading area more thoroughly than ever through the use of the

PHOENIX REPUBLIC AND GAZETTE

PHOENIX, ARIZONA

Represented Nationally by Williams, Lawrence & Cramer Co.

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26 out of every 100
display advertisers in
Los Angeles give their
entire appropriation to

Los Angeles Times

During February, 1932, The Times led
the nearest Pacific Coast newspaper
by 222,586 agate lines of advertising.

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George Eastman Is Dead

A Merchandising Pioneer and a Founder of the Modern Way of Selling

GEORGE EASTMAN, inventor, scientist, chemist, organization builder, philanthropist, civic leader, died on March 14, by his own hand. He was born on July 12, 1854, at Waterville, N. Y.

The world knew him largely as the man who made Kodak a word that is repeated in practically every tongue spoken on the face of the earth. His many other activities, because they were not so visible to the casual eye, and because Mr. Eastman—an outstanding user of advertising—shunned personal publicity, were known only to an intimate few.

Mr. Eastman's career is an American epic. It is a story of a boy who was taken from school at the age of fourteen and set to work in an insurance office at \$3 a week. At the time of his death he was chairman of the board of the Eastman Kodak Company, a \$200,000,000 corporation, and had donated more than \$50,000,000 to institutions of learning alone.

Rochester knows of his abilities as a civic leader. Those who worked with him know of his abilities as an organization builder and inventor. Others who have sought for men of vision in the promotion of such plans as the thirteen-month calendar know that in him they had an understanding mind and a sympathetic ear.

But the merchandising world, it would seem, has yet to realize that Mr. Eastman was really a founder of the modern merchandising movement. His was the rare combination of inventor-organizer-merchandise and the last was not the least of his gifts.

The Eastman Kodak Company has always been in the forefront of merchandising progress. Naturally, Mr. Eastman was not the instigator of all these remarkable marketing developments. In fact, he publicly stated on one occasion: "In thinking back on the growth of this industry, the chief credit that I allot to myself is for always getting good men to join us."

Nevertheless, it is a fact that he was a merchandising pioneer. He looked upon merchandising as something that began in the factory, with the product itself. He spent unlimited millions in research work to develop and perfect the



George Eastman

Eastman Kodak line. He also spent millions in the use of the printed word to hasten the acceptance by the masses of the discoveries and inventions of his laboratories. And to back up his research work and his advertising work, he both favored and encouraged the development of modern merchandising methods. He epitomized his philosophy in this respect when he said: "Economical manufacture and economical distribution are the basic essentials of prosperity."

The story of Kodak is one of the Aladdin-like romances of modern industry. Working all day as a clerk, then working a good part of the night on photographic ideas, he finally invented a photographic plate that was recognized as the best the world had produced. Then

came failure; the formula refused to work. Ruin faced him.

Eastman disappeared. He was gone for six weeks—and meanwhile not a wheel turned in his factory. Then one day he returned; he had been to England and had bought a formula that was sure to work. The trouble with his original formula was that it would work only with the original batch of gelatine that he used—just why, nobody could find out.

From the very beginning, he advertised. It was he who picked the phrase, "You press the button; we do the rest," out of a long, involved paragraph of copy and decided to feature it. It was he who invented the word "Kodak." His explanation of the reasons for the selection of that trade name should interest every advertiser.

"We wanted a good, strong word," he said, "one that could not be misspelled or mispronounced and, most important of all, one that could be registered as a trademark that would stand all attacks."

The Kodak was born in June, 1888. (One month later, the first issue of PRINTERS' INK saw the light of day.) Ever since, Kodak has been advertised consistently, and merchandised in the best traditions of its day.

Mr. Eastman, significantly enough, was one of the first advertising men to realize that the public is interested not so much in the mechanics of a product as in what the product will do for the buyer. As a consequence, his advertising has shown how to use the camera; has delineated the pleasures of picture-taking; has given ideas for better pictures.

His own employees were always his special care. Not only did he make the plant and its environment beautiful, so that physical conditions would be the best, but he also instituted savings plans, home building plans and stock ownership plans, that are models.

Appoints F. J. Low Agency

The Never Rust Manufacturing Company, Brooklyn, N. Y., rust proof coating for iron and steel, has appointed the F. J. Low Company, Inc., New York, to direct its advertising account.

Paul Block to Represent California Papers

Paul Block and Associates have taken over the national advertising departments of the Los Angeles *Herald & Express* and the San Francisco *Call-Bulletin*. Former *Herald-Express* men joining the Paul Block organization, at Los Angeles, are Richard Bloomer, E. D. Pederson, Nelson C. Lally, D. H. Clingan, and William Rosen. *Call-Bulletin* men now with the Block organization, at San Francisco, are R. A. Nelson, Ingraham Read, and W. R. Heyneman.

A. F. Smith Again Heads Canadian Agency Group

Adam F. Smith, of R. C. Smith & Son, Ltd., Toronto advertising agency, has been re-elected president of the Canadian Association of Advertising Agencies. R. C. Ronalds, of Ronalds Advertising Agency, Ltd., was re-elected vice-president. E. W. Reynolds, E. W. Reynolds & Company is treasurer. H. R. Cockfield, of Cockfield, Brown & Company, Ltd., is past president of the association.

American Tobacco to Insure Winchell?

The American Tobacco Company is planning to take out a \$350,000 life insurance policy on Walter Winchell. It is reported that this protection is sought in connection with a special advertising campaign which will center about Winchell. It is expected that the campaign will be of brief duration because the insurance sought is to cover one month only.

T. A. Ballantyne Returns to Rankin

T. A. Ballantyne, recently with the New York office of the former Homer McKee Company, Inc., advertising agency, has returned to the New York office of the Wm. H. Rankin Company, Inc. He was formerly for fourteen years with the Rankin agency.

J. C. Boyd with Lyman Irish

J. Clement Boyd, formerly vice-president of W. I. Tracy, Inc., and, before that, with the Frank Presbrey Company, as an account executive, has joined Lyman Irish & Company, Inc., New York advertising agency, as an account executive.

E. G. Stellings with Richmond Agency

E. G. Stellings, president of the former E. G. Stellings Company, Inc., Wilmington, N. C., has joined Advertising, Inc., Richmond, Va., advertising agency, as vice-president.

National Biscuit Features New Uses in Newspaper Campaign

ADVERTISING appeals come and go, but there is one that seems to go on forever, and with undiminished vigor—new uses. It has been used hundreds perhaps thousands of times. Yet it never seems to lose its original sparkle nor does it ever appear to pall on the buying public.

The National Biscuit Company furnishes one of the most recent examples of new-use advertising on a large scale. The advertising has been appearing in a large list of newspapers and in a weekly.

This campaign features "Menu Magic" a book of recipes and menus planned to widen the use of biscuits by introducing scores of new uses for National Biscuit Company products. But the copy is based on five leaders in the National Biscuit line, each one selected after careful consideration of market conditions.

A typical advertisement is captioned: "There's Menu Magic in These Uneeda Bakers Leaders" The copy continues:

They'll help you serve meals that save time, work, money. Try the new treats described at the right. Then send for whole bookful of "Menu Magic." It's free. Use the coupon.

Here's news . . . exciting news! It's a brand-new way to plan meals that please. You'll find the secret on your grocer's counter.

D. C. Graves with McCandlish

Donald C. Graves, until recently with Zimmer-Keller, Inc., Detroit advertising agency, has been appointed Michigan sales representative of the McCandlish Lithograph Corporation, Philadelphia.

Transportation Magazines Merge

Electric Traction, Chicago, has been merged with the *Bus Journal*, of that city, and will be known hereafter as *Electric Traction and Bus Journal*.

There's Menu Magic in these UNEEDA BAKERS LEADERS



They'll help you serve meals that save time, work, money. Try the new treats described at the right. Then send for whole bookful of "Menu Magic." It's free. Use the coupon.

Here's news . . . exciting news! It's a brand-new way to plan meals that please. You'll find the secret on your grocer's counter. Here's news . . . exciting news! It's a brand-new way to plan meals that please. You'll find the secret on your grocer's counter.

NATIONAL BISCUIT COMPANY "Uneeda Bakers"

SEND FOR FREE BOOKFUL OF "Menu Magic" TODAY! It's free. Use the coupon.



FREE Menu Magic and Recipe Book

Good to eat by themselves, these Uneeda Bakers leaders favor all foods. Want a flakier pie-crust? Use Uneeda Grahams! A new twist for tomorrow's tea? Serve Assortment de Luxe! A quick, fluffy, omelet? Just try the magic of Premium Soda Crackers—three to each egg.

A panel in each advertisement gives several recipes, each written not in typical cook-book style, but in a lively, conversational manner, with attractive headings.

To Head Packard Sales Promotion

F. H. McKinney, for the last eight years advertising manager of the Packard Motor Car Company, in addition has been appointed manager of the newly created sales promotion department of that company. He will continue his duties as advertising manager.

"American Lumberman" Publishes Every Other Week The *American Lumberman*, Chicago, is now being published every other week, instead of weekly.

Large Newspaper Space Appeals to Telephone Company

Used Occasionally, New York Company Finds, It Pulls Better Than Small Space Used Often

IN April, 1931, the New York Telephone Company, which is a large user of space in New York newspapers, decided upon a policy of larger space than it had been in the custom of using and fewer insertions. The total linage to be used was to be the same.

Some interesting reasoning led to this decision. Briefly, the company came to these conclusions:

1. Advertising, to make an impression these days, must be more powerful. A stronger urge is needed to open the consumer's pocketbook.

2. Less competition in the advertising pages, due to the smaller volume of advertising, should give a larger advertisement additional attention value out of proportion to the actual unit increase in space.

These two factors, weighed on the scales against the admitted value of getting the message before readers as often as possible, were found—in the opinion of the company—to tip the scales on their side.

Still another factor was the tendency for advertisers to view their campaigns from the standpoint of a complete series. The advertising reader, the company believes, does not get this continuity of effect to a degree that is in any way comparable. The question, therefore, has to do with frequency of impressions vs. powerfulness of impressions. The latter won.

For almost a year, the company has been running these larger advertisements. While the sort of



**The Butcher—The Baker—The Candlestick maker—
SELL THEM ALL, by telephone**

"A salesman who is personally acquainted with customers can close sales by telephone just as effectively as if he were in their office", says a large Manufacturer.

That's why a specialty manufacturer in Detroit, Ohio closed a \$45,000 deal in 10 minutes by telephone at a cost of \$5.

—"We as an company sold, in a single day, products valued at \$24,000 at a telephone cost of \$10."

You have developed several telephone selling plans which have proved these advantages in nearly every kind of business. These plans do not require the salesman, but save him time and expense—increase his calls on customers—keep him ahead of competition.

After an analysis of your selling positions our representatives will develop a plan to meet your particular merchandising needs. No obligation. Just telephone the Business Office.

NEW YORK TELEPHONE COMPANY

In Addition to the Use of Larger Space the Telephone Company Is Also Using Dramatic Photographs

advertising it runs does not produce, and is not intended to produce, direct results, nevertheless there is tangible evidence in favor of the new policy. This is in the form of unsolicited letters and conversations from and with users of telephone service.

In line with its determination to add strength to its advertising appeal, the company switched from simple line renderings in its illustrations to dramatic photographs. Also, more space is given to the illustrations.

H. E. Davies has joined the Charles H. Touzalin Agency, Chicago, as manager of the farm paper department.



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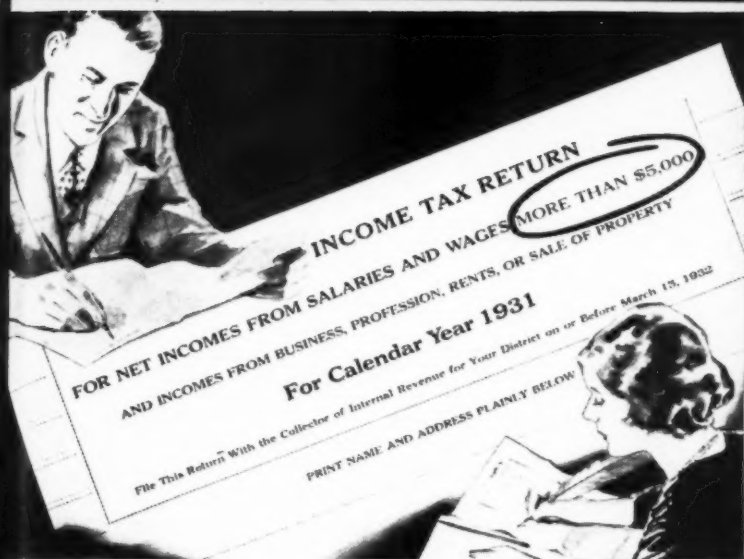
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When their Incomes are \$5,000 or More—

*They buy TWICE as much Soap and
TWICE as many Automobiles*

PEOPLE with incomes of \$5,000 or more (about a million of them) are segregated by the U. S. Treasury for income tax purposes . . . That's the way markets are divided.

Do you realize that the Over-Five-Thousand-Dollar-A-Year Families replace their radios 50% oftener . . . use 80% more Grade A coffee . . . 70% more canned fruits . . . 30% more antiseptics and mouth washes . . . spend twice as much on electric refrigerators . . . use seven times as many electric ironing machines . . . replace furnaces 50% oftener?

Statistics show that there is one passenger automobile for every 1.5 people in the U. S.

But new evidence—the first actual evidence of buying habits *by income*—shows that the family with an income *over* \$5,000 actually buys *twice* as many *new* automobiles as the family with less.

The First Survey based on actual INCOME TAX RETURNS

- *Have you been spending too much to reach middle-class markets?*
- *Have you been spending too little to win and safeguard others?*

FOR a long time, advertisers have been talking about markets at different income levels, recognizing that people with different incomes vary as prospects for almost every product from soap to automobiles. But until now, there has never been a *measure* of markets by income.

Now TIME has correlated a million and a half retail purchases with actual state income tax returns. The result is the first measure of the relative buying habits and preferences of different income groups.

With this measure you can allocate your advertising dollars in accordance with the potential volume, the ease and frequency of selling at different income levels. With this measure, you can make your advertising dollars bring maximum returns in sales.

Following are sample pages from *Markets By Incomes*, the first survey based on actual income tax returns.

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"great and useful job. It knocks one or two of my most cherished notions as to our market into a cocked hat . . . just what is needed at this time." *Paul G. Hoffman, Pres., Studebaker Sales Corp.*

"A very important contribution to the problem of marketing. Distributors of nationally advertised commodities will find your publication of distinct value." *Spurgeon Bell, The Ohio State University.*

AUTOMOBILES

What income brackets spend the most money for low-priced cars? * for medium-priced cars? *
for high-priced cars? * Can the two-car market be defined? * What has been the year-to-year trend of automobile purchasing by people at different income levels? * In what income groups, if any, can automobile manufacturers find a repeat sales market?

With these and many other questions in mind, TIME began its investigation of automobile purchases in Appleton. To discover the answers, TIME obtained the complete sales records of every automobile dealer in Appleton for the years 1929, 1930 and the first six months of 1931. TIME then went to the consumer, obtained a detailed history and description of the car or cars now owned, and identical data for the car or cars previously owned and the car owned even before that. Dealers' figures were used as a check on the more comprehensive consumer data. Be it noted that, in every case, the consumer statistics were found to be between 98% and 100% accurate.

I CAR OWNERSHIP

First, TIME obtained a complete up-to-date picture of automobile ownership (per thousand families in each income group):

INCOME GROUP	NO. OF OWNERS (PER THOUSAND FAMILIES)	TOTAL NO. OF CARS (PER THOUSAND FAMILIES)
Under \$2,000	321	326
\$2,000 — \$ 3,000	815	862
\$3,000 — \$ 5,000	914	1,015
\$5,000 — \$10,000	956	1,207
\$10,000 and over	1,000	1,504

This picture of ownership has added meaning when broken down for new-car ownership and used-car ownership:

INCOME GROUP	NO. OF CARS OWNED BOUGHT NEW (PER THOUSAND FAMILIES)	NO. OF CARS OWNED BOUGHT SECOND HAND (PER THOUSAND FAMILIES)
Under \$2,000	384	142
\$2,000 — \$ 3,000	753	110
\$3,000 — \$ 5,000	917	98
\$5,000 — \$10,000	1,122	85
\$10,000 and over	1,434	70

II NEW CAR PURCHASES (TOTAL)

An analysis of total new automobile purchases shows the stability which maturity has given the automotive industry. Here, first, are the annual purchases of new automobiles averaged for the years 1926, 1927, 1928 (per thousand families in each income group):

INCOME GROUP	AVERAGE CARS PER YEAR (PER THOUSAND FAMILIES)	AVERAGE GROSS DOLLAR VOLUME (PER THOUSAND FAMILIES)
Under \$2,000	72	\$ 71,953
\$2,000 — \$3,000	185	197,223
\$3,000 — \$ 5,000	344	25,536
\$5,000 — \$10,000	333	622,853
\$10,000 and over	424	1,993,724

And here, for comparison, are the annual purchases of new automobiles averaged for the years 1929, 1930, 1931 (per thousand families in each income group):

INCOME GROUP	AVERAGE (PER THOUSAND FAMILIES)	AVERAGE GROSS DOLLAR VOLUME (PER THOUSAND FAMILIES)
Under		

Other automobile pages reveal that the upper income groups are buying more low-priced cars than they used to, but they are still the only profitable market for high-priced cars.

"It is unparalleled in its scope and in the picture that it gives. I thoroughly approve of your methods and your results." *Hugh McKay, The Joseph Katz Company.*

"This study will explode many existing theories and will make for more constructive advertising and sounder sales planning. . . . An admirable job." *Edward V. Parent, Lavin & Company.*

BATHROOM INVENTORY

How much shaving soap do you find in different types of homes? * How many tubes of toothpaste? * What is the relation of income to the use of cosmetics, of antiseptics, of soap? * What effect does price have on the use of bathroom products by families with different incomes?

The best answers to these questions come from the Appleton Bathroom Inventory. * This inventory provides a picture of the total use of drugs, soaps, cosmetics, etc., and a detailed analysis of their use by brands, correlated with prevailing drug store prices. * (Because of the wide variance between prices in different drug stores, the following values are necessarily approximate.)

Because an analysis of the less common brands in this inventory might sometimes provide too small a statistical sample to be accurately applied to all the different income groups, the following figures apply to families with incomes under \$5,000 and families with incomes over \$5,000.

SOAP

Biggest item in the Appleton bathroom inventory is, of course, soap. * Here is the inventory of soaps per thousand families with incomes under and over \$5,000.

TOTAL per thousand families

INCOME CLASS	CASES (PER THOUSAND FAMILIES)	DOLLAR VOLUME (PER THOUSAND FAMILIES)
Under \$5,000	11,868	\$1,151
\$5,000 and over	21,813	2,368

By price classes soaps break down as follows:

LOW-PRICED SOAPS (10¢ or under)

INCOME CLASS	CASES (PER THOUSAND FAMILIES)	DOLLAR VOLUME (PER THOUSAND FAMILIES)
Under \$5,000	11,246	\$ 996
\$5,000 and over	18,218	1,543

HIGHER-PRICED SOAPS (11¢ to 25¢)

INCOME CLASS	CASES (PER THOUSAND FAMILIES)	DOLLAR VOLUME (PER THOUSAND FAMILIES)
Under \$5,000	467	\$ 81
\$5,000 and over	2,914	487

HIGH-PRICED SOAPS (26¢ or over)

INCOME CLASS	CASES (PER THOUSAND FAMILIES)	DOLLAR VOLUME (PER THOUSAND FAMILIES)
Under \$5,000	155	\$ 73
\$5,000 and over	681	318

The same relative differences between different income groups are shown for all bathroom products except Toilet Waters (pages 69-74).

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"I should prove invaluable to advertisers and agencies in the planning of new campaigns . . . Shows the advertiser where to concentrate." *F. A. Neighbors, Carroll Dean Murphy, Inc.*

"A noteworthy survey. An important step forward. Your work will be useful to many manufacturers." *Melvin T. Copeland, Professor of Marketing, Harvard Business School.*

GROCERIES

I THE RETAIL GROCER

All-important cog in the distribution of food products is the retail grocer. * Upon his volume of business, upon his continued success and upon his methods of merchandising, the profits of food producers largely depend. * A study of food distribution, therefore, properly begins with a study of the retail grocer.

To obtain ratings of grocers in Appleton, *TIME* called in outside help, instigated a separate investigation by the Retail Credit Company. * This widely experienced company reported on the credit standing, volume of business, history and reputation of every one of the 60-odd grocers in Appleton. * The basic consumer investigation and the separate food investigation had already discovered where each family bought its groceries. * There is an interesting correlation between the standings of dealers and the incomes of their customers:

GRADE A DEALERS

(In good credit standing; gross annual sales volume over \$50,000)

This group comprises 28.1% of all independent retail grocers in Appleton and does 54.6% of the independent grocery business. The following table shows the number of customers of Grade A independent stores, per thousand families in each income group:

INCOME GROUP	
Under \$2,000	54.
\$2,000 — \$ 3,000	71.3
\$3,000 — \$ 5,000	821
\$5,000 — \$10,000	1,077
\$10,000 and over	1,070

Most people buy their groceries at more than one place, sometimes purely for convenience, sometimes because one dealer has a reputation for some products and another for other products. It is worth noting that some people with incomes over \$5,000 patronize more than one Grade A grocer.

GRADE B DEALERS

(In good credit standing; gross annual sales volume \$25,000 to \$50,000)

This group comprises 33.3% of all independent retail grocers in Appleton, does 27.7% of the independent grocery business. The following table shows the number of customers of Grade B independent stores, per thousand families in each income group:

INCOME GROUP	
Under \$2,000	345
\$2,000 — \$ 3,000	373
\$3,000 — \$ 5,000	225
\$5,000 — \$10,000	211
\$10,000 and over	132

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Not only do \$5000 and up families patronize Grade A dealers; they are biggest buyers of Grade A brands, of every product (pages 46-65).

"A new high point . . . Should prove very valuable in helping to correct our views of what the American market really is." *Paul H. Nystrom, Professor of Marketing, Columbia University.*

"One of the finest pieces of work of its type that I have ever had the pleasure to study. It is a real contribution to American marketing." *Morris E. Jacobs, Bozell & Jacobs, Inc.*

AUTOMATIC REFRIGERATORS

Refrigerator dealers in Appleton have been so aggressive that *TIME* has obtained a picture of refrigerator buying that will be typical of most of the U. S. for at least two years to come. Appleton is so far ahead of the rest of the country in refrigerator sales per capita that recent performance in Appleton is, in effect, a forecast of the U. S. as a whole. *TIME* studied refrigerators in Appleton from two angles: (1) an inventory of refrigerators in homes, (2) a record of sales since January 1st, 1929.

INVENTORY

The inventory shows 959 automatic refrigerators in the city, and 959 is 15.5% of all Appleton families. In the U. S. as a whole the refrigerator industry has yet to sell as much as 10% of the families. Recent refrigerator buying in Appleton, therefore, gives a picture of the industry at a more advanced stage than now obtains throughout the country. That is what makes *TIME*'s analysis of refrigerator sales a refrigerator forecast for the U. S.

SALES RECORDS

During the past two and a half years, each thousand families in each income group have bought automatic refrigerators as follows:

INCOME CLASS	UNITS (PER THOUSAND FAMILIES)	DOLLAR VOLUME (PER THOUSAND FAMILIES)
Under \$2,000	55	\$ 13,631
\$2,000 — \$ 3,000	123	29,919
\$3,000 — \$ 5,000	187	47,850
\$5,000 — \$10,000	236	68,031
\$10,000 and over	302	102,564

This relation of one income group to another varies very little from year to year. Here is the picture of refrigerator buying per thousand families in each income group by years:

1929

INCOME CLASS	UNITS (PER THOUSAND FAMILIES)	DOLLAR VOLUME (PER THOUSAND FAMILIES)
Under \$2,000	26	\$ 6,026
\$2,000 — \$ 3,000	53	12,956
\$3,000 — \$ 5,000	83	22,911
\$5,000 — \$10,000	101	28,981
\$10,000 and over	139	47,797

1930

INCOME CLASS	UNITS (PER THOUSAND FAMILIES)	DOLLAR VOLUME (PER THOUSAND FAMILIES)
Under \$2,000	20	\$ 5,051
\$2,000 — \$ 3,000	45	11,171
\$3,000 — \$ 5,000	52	13,162
\$5,000 — \$10,000	99	28,668
\$10,000 and over	104	43,782

1931 (First 6 months)

INCOME CLASS	UNITS (PER THOUSAND FAMILIES)	DOLLAR VOLUME (PER THOUSAND FAMILIES)
Under \$2,000	9	\$ 1,944
\$2,000 — \$ 3,000	35	5,792
\$3,000 — \$ 5,000		11,777
\$5,000 — \$10,000		10,382

Another refrigerator page indicates that the bigger the refrigerator, the greater the difference becomes between income groups.

"You are to be congratulated upon having secured such interesting material. Very helpful in the work which we are carrying on." *Julius Klein, Department of Commerce, Washington.*

"I congratulate Time on having done a very pertinent job and one of real value to the advertising profession." *W. E. Underwood, Lord & Thomas and Logan, New York.*

RADIOS

III COMPETITION

The Radio industry has long been complicated by a large number of marginal producers who entered the field during the boom period. In Appleton, TIME found 96 different makes of radios, distributed by income groups as follows (per thousand families):

INCOME GROUP	NO. OF MAKES (PER THOUSAND FAMILIES)
Under \$2,000	66
\$2,000 — \$ 3,000	57
\$3,000 — \$ 5,000	46
\$5,000 — \$10,000	46
\$10,000 and over	34

Dividing these figures into radio ownership by income groups, we arrive at an average number of sets per make (per thousand families):

INCOME GROUP	NO. OF SETS PER MAKE (PER THOUSAND FAMILIES)
Under \$2,000	10.1
\$2,000 — \$ 3,000	15.0
\$3,000 — \$ 5,000	19.6
\$5,000 — \$10,000	20.3
\$10,000 and over	29.0

Actually however, 13 makers have captured 55% of the business. Ownership of these 13 makers is as follows (per thousand families):

INCOME GROUP	NO. OF SETS (PER THOUSAND FAMILIES)	NO. OF SETS PER MAKE (PER THOUSAND FAMILIES)
Under \$2,000	362	27.8
\$2,000 — \$ 3,000	502	38.6
\$3,000 — \$ 5,000	542	41.7
\$5,000 — \$10,000	536	41.2
\$10,000 and over	619	47.6

Two other trends show how radio merchandising of specific makers has affected people in different income groups. First, 9 of the 13 leading radios advertised for mechanical excellence, are owned as follows (per thousand families):

INCOME GROUP	NO. OF SETS (PER THOUSAND FAMILIES)
Under \$2,000	138
\$2,000 — \$ 3,000	209
\$3,000 — \$ 5,000	302
\$5,000 — \$10,000	298
\$10,000 and over	420

Second, a study of the new trend towards two-purpose radios, combined with phonograph or concealed in a desk, table, secretary, or other article of furniture shows ownership as follows (per thousand families):

INCOME GROUP	NO. OF SETS (PER THOUSAND FAMILIES)
Under \$2,000	17
\$2,000 — \$ 3,000	11
\$3,000 — \$ 5,000	35
\$5,000 — \$10,000	40
\$10,000 and over	67

The tremendous replacement business in the upper income groups last year included no repeat sales for any makes (page 37).

It's easier to think of markets in the mass . . . but it's *easier to sell*, if you study your *markets by income*, then hit hardest where your advertising will bring the greatest return.



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First-Choice Medium for Cover age
of the over \$5,000 Income Group



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Writing the Dealer Who Takes Unearned Discounts

Regulation Collection Methods Will Pull the Best Results Even in Hard Times

By Don Gridley

ONE fairly common characteristic of the slow-pay dealer is his eagerness to get as many unearned discounts as the traffic will bear. Thus, in times of financial stress, when slow-pay dealers are on the increase, the problem of handling the unearned discount becomes more pressing.

In most instances it is a problem for letters to solve. Occasionally, of course, when a particularly difficult situation arises the job may be put up to the salesman who has the account. However, since salesmen are notoriously averse to mixing in credit matters and usually are unequipped temperamentally and tactically to do a good credit job, most companies prefer to leave such matters entirely in the hands of the credit department.

Because the unearned discount problem is essentially one of credit, credit letter methods are generally used. These vary all the way from the short, almost curt letter of notification to the page-long, friendly, tactful letter.

The Musebeck Shoe Company, for instance, handles the matter with a short, direct letter as follows:

We are in receipt of the attached remittance amounting to \$245.50 from you today in payment of your January 2 invoice but, we find that no doubt through an oversight you have deducted 2 per cent discount on this invoice.

According to our records discount on this invoice would not appear to be in order in accordance with our terms of 2 per cent 20 days from the date of the bill.

We are therefore returning your remittance to you and we would appreciate having you send us another check for the correct amount or, return this check with another to refund the difference.

Note the fact that the company returns the dealer's check with the letter. A number of manufacturers believe that this is the best practice although it may seem to tempt the dealer to delay paying his bill.

"We find we get much better results if we promptly return the payment offered," says W. G. Grady, The Dryback Corporation. "As a matter of fact the failures to collect under this method are very few whereas when we formerly accepted the check and wrote for the balance due us, in 60 per cent of the cases the item would remain unadjusted and we were finally obliged to write it off as a loss."

The Kotex Company has used several letters which have proved to be most effective in collecting unearned discount. They vary in length from two paragraphs to an entire page and in tone from that of a simple announcement that the dealer is not entitled to the discount to a friendly explanation of why it is necessary for the company to call the dealer's attention to the situation.

This company has its credit department make the original request but if this does not bring results eventually the dealer is sent a letter signed by the company's auditor.

"In many instances," says G. E. Shearhod, auditor of the company, "the auditor letter brings results after all the others have failed. It is largely a matter of convincing our customers that terms must be respected and altogether our results have been fairly satisfactory."

Two samples of letters signed by the auditor follow:

I should like very much to meet you and have a friendly chat. We would understand each other's difficulties thereafter. However, this is impossible, because of the number of cases requiring attention necessary to keep our accounts in proper shape. Hence, I can only write you.

Our Credit Department has not received a reply to their numerous letters requesting your check for \$.... representing unearned cash discount deducted by you on our invoice No. dated in the amount of \$.....

They have requested authority to charge this item off as uncollectable. This action would not leave a clear paying record on your account, and the request was not granted. Personally, I believe you have a great respect for fairness and square dealing, and that you do not expect us to lose an amount which is justly due us.

The terms of settlement for our merchandise are 2 per cent 15 days or 30 days net.

We are sure this little reminder will be accepted in the same friendly spirit in which we are sending it, and that your check for \$.... will be forwarded today. Yes, to me, personally, if you wish.

• • •

Your account in the past has been satisfactory and apparently our business relations have been very pleasant.

This morning our Credit Department surprised me very much with a report that you have not replied to their recent letters, regarding a small balance of \$..... deducted by you as cash discount on our invoice No. dated in the amount of \$.....

They are requesting authority to charge the above amount off as uncollectable. I do not believe that you expect us to charge this amount off or lose an amount which is justly due us.

Every business house likes to take advantage of all cash discounts within the discount period and, through a misunderstanding of the terms of settlement, *unearned* cash discounts are sometimes taken.

Our terms are 2 per cent 15 days 30 days net as stated in our order blanks and, like yourselves, we expect settlement to be made in accordance with these terms.

Don't you believe it fair then, to ask you either to pay this small balance "Now" or to tell us frankly why you have not paid us.

It is interesting to note how closely these letters follow the tone of a regular collection letter. There is the same friendliness and the same appeal to the customer's fair-mindedness that has proved effective again and again in collection practice.

Here's One Somewhat Blunter

A large corset company uses a similar type of letter although it is perhaps a little blunter in its expression and bears down a little harder in trying to collect the discount. This letter has been found to be the most satisfactory of any that the company has used. It follows:

Your letter of December 8 raises a question that is frequently raised by customers who do not make payment within the time specified in our terms as en-

titling the customer to a cash discount.

It has been the custom with jobbers and in some trades where it is customary to carry merchants for many months, to make terms which involve the paying of interest by the customer after a certain discount period is past. This, however, is not the custom in the corset trade, and for many years it has been absolutely against the policy of our company.

Our terms are not made with the idea that our customers may take four or five or six months to pay their bills. We offer a very large cash discount for the express purpose of making it very much worth while to merchants to pay their bills to us promptly. We want the cash. We do not want accounts that regularly take a long time in paying.

Therefore, we offer a cash discount which justifies a merchant in taking almost any steps to secure the money elsewhere in order to take advantage of our cash discount. If, therefore, we should depart from this policy in any instance and permit a merchant to go beyond the terms that we give, and pay interest for the additional time, we in fact become his bankers and we decidedly do not want to go into the banking business.

If we could make an exception for anybody we would do it for you, but I hope the explanation I have given above will make it plain why any merchant who does not pay his account within the liberal time limit that we give loses his discount and cannot offset it by the payment of interest.

Note how the credit department of a large shoe company cleverly points out how an inconsistent discount policy should no more be expected than an inconsistent quality policy. This puts an unusual twist in the argument and is an interesting variation from the usual "be fair-minded" appeal:

Your check for \$..... has been received which you sent in payment of our invoice of and we thank you very much for it. However, you have made an error in deducting 2 per cent discount and we assume that you will want this check returned for correction.

To take advantage of this discount, this remittance should have been made not later than in accordance with the terms of In other words, we agreed to allow you 2 per cent discount if the invoice was paid within days from date.

You would not want considerations given you that were not given anyone else, neither would you want to feel that you were dealing with a house who varied their policy, either in collecting their accounts holding to terms, or in all of the various elements connected with the manufacturing of their product.

In other words, you would be perfectly right in assuming that any concern that would vary their terms would just as soon vary the quality in their product and under the test of some expediency at some time or other, put poor quality material, accept inferior workmanship from their employees, or do any



ANNOUNCEMENT



McGraw-Hill Publishing Company, Inc., announces the following rules governing recognition of advertising agencies. These rules will apply to the four McGraw-Hill publications which allow agency commission—*The Business Week*, *Management Methods*, *Factory & Industrial Management*, and *Aviation*. To all other McGraw-Hill publications only rule 1 will apply.

1. We require that any advertising agency desiring recognition furnish our Company sufficient information of its financial condition to satisfy our credit requirements.
2. We require that the agency shall be independent and in a position properly to serve its client and our Company without bias.
3. We require that the agency must be free from ownership, either direct or indirect, by either client or publisher.
4. We require that the agency retain the full commission, or its equivalent, paid by our Company and furnish us, upon request, satisfactory evidence that this has been done.

We retain the right to withdraw recognition at any time when any of the above principles are violated. We believe that this action will benefit the advertising agency, the advertiser and advertising generally as well as ourselves.



McGRAW-HILL PUBLISHING COMPANY, INC.

of the various things that can be done to compromise a product.

To accept your check would be the easiest way we will admit, but the harder way of returning it to you is the right way. Kindly send us your corrected check for \$..... or return this check with your additional check in the amount of by return mail.

One of the most vexing situations to handle arises when a company has not been consistent in its discount policy and has been allowing unearned discounts in certain cases. How is the best way to get back on a consistent basis?

This is the method used by one manufacturer who admits that he had not been strict in the past but says that this simple letter, with variations to suit particular cases, has been surprisingly effective:

Your check of December 8 in the amount of \$817.94, covering October shipments, has just been received and we note your deduction of \$44.02 representing 5 per cent discount. The discount date on these items was November 10.

In recent months your settlements have been reaching us quite some time following the discount date, but we have allowed the discount and charged interest for the overdue period. We did this because we felt it would be only a temporary condition and we did not want you, during that period of time, to suffer the loss of the cash discount.

To go along on this basis for any considerable time would, naturally, defeat the purpose for which discount terms are intended, that is, a reward for settlement within a specified time.

The discount on the check just received has been credited to your account and we are attaching interest charge for the period since November 10.

Invoices covering November shipments are due at this time and we shall be glad to have you make settlement so that the 5 per cent discount may be allowed.

Many companies do not have form letters for the purpose of collecting unearned discounts. They prefer to consider each case on its merits. If the amount to be collected is small and the dealer unimportant they handle the matter with short, simple letters. If, however, the amount is large and the customer an important one, they use longer letters into which there is thrown a personalized note to show the dealer that he is not getting the regular Form 2Xab. The personalized letter often proves far more effective, these manufacturers feel, than would a letter written obviously along form lines.

Acquires Buenos Aires Newspaper

The Empresa Editorial Haynes, Ltd., S. A., Buenos Aires, publisher of *El Hogar* and *Mundo Argentino*, weekly magazines, has purchased La Editorial Sud Americana S. A., former publisher of *El Mundo*, morning newspaper of that city. The former company will continue the three publications without change.

The Universal Publishers Representatives, Inc., New York, has been appointed advertising representative in the United States of *El Hogar* and *Mundo Argentino*, and will continue to represent *El Mundo*.

Roden-Clements to Direct Campaign on New Dessert

The Ceylon Spice Company, Philadelphia, manufacturer of Instantaneous Tapioca, has appointed the Roden-Clements Company, of that city, to direct the advertising of Instant Tap, a new tapioca dessert. Newspaper and radio advertising will be used.

J. L. Richon Heads Candy Brands

Jules L. Richon has been elected president of Candy Brands, Inc., Brooklyn, N. Y., succeeding E. T. Bedford, who will continue his financial interest in the company and will remain a director. Mr. Richon was with the W. F. Schrafft's Sons Company and Henry Heide, Inc.

H. M. Bacon with McCandlish Lithograph

Harwood M. Bacon, for many years with the B. F. Goodrich Company, Akron, Ohio, in sales and advertising capacities, has joined the sales department of the McCandlish Lithograph Corporation, Philadelphia. He will make his headquarters at Cleveland.

Cramer-Tobias Appoints Space Buyer

Julius Joseph, Jr., formerly space buyer of The Blow Company, Inc., New York advertising agency, has joined the Cramer-Tobias Company, Inc., advertising agency, also of that city, in a similar capacity.

R. F. Smythe Heads Argol Chemical

Ray F. Smythe, formerly vice-president and general manager of the Argol Chemical Corporation, Baltimore, has been elected president of that company.

Brooklyn Papers United

The Brooklyn, N. Y., *Standard Union*, formerly published by Paul Block, has been purchased by the Brooklyn *Daily Times*, of which Fremont C. Peck is owner. The two newspapers have been consolidated under the combined names.

If you lived in Boston

YOU WOULD BE A PART
OF THE CIRCULATION
OF THE BOSTON
EVENING TRANSCRIPT
BECAUSE IT IS EDITED
FOR PERSONS LIKE YOU

BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

Boston New York
Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles
Seattle

Advertising Agency—1932

Day-by-Day Highlights in a Service that cannot be Standardized

How will the display look to a passerby?



IN PLANNING a window display, a sketch is helpful. A cut-out of the display pieces in miniature is better. But the only way you can be *sure* how the display will look is to see it, actual size, in the window. So in BBDO we have two standard size show windows, one in our Buffalo office and one in New York. They have helped us produce better looking and more effective displays. And, incidentally, we are able to photograph the window long before the display is printed.

"Now, shall I fill 'er up with Mobilgas?"



PITTSBURGH, PA.—The picture shows a BBDO man at work in a filling sta-

tion here at 7700 Penn Avenue. No, we're not in the gasoline business, but our client, the Vacuum Oil Company, wondered if anything new could be done in the merchandising work of a gasoline station. Whether it could or not, we knew such a job would be valuable training for one of our men. So one of our writers donned a service station uniform, took full charge of the station (one of the largest in the East) for four months. He did things. Redecorated, had sales meetings with the station attendants, planned, wrote and checked effectiveness of sales promotion material, mapped out a house-to-house campaign, put on specials. When the four months were up, the station showed an encouraging increase in volume. The BBDO man, back at his desk, is writing dealer and sales material that he *knows* will work.



He wrote with a trowel

18,000 amateur gardeners wrote for this booklet. Scores of them said it is one of the best, most practical books on gardening they have ever seen. One reason for this, we believe, is that the BBDO man who wrote the booklet for our client, the Virginia-Carolina Chemical Company, makers of V-C Fairway and BloomAid plant

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food, knew his subject. He has his own gardens. Works in them. Enjoys them. Into the booklet went his years of experience nursing seeds into blossoms with the help of V-C products. He wrote, you might say, with a trowel. And his readers recognized—as all readers do—the word of authority.

"We women must watch our waistslines"



WHEN A BABY gives its mother advice, that's news. Such news is being read in women's magazines this year in the United Fruit Company banana advertising.

We prepared the first national advertising for this product. The first few years were devoted to removing an old but damaging prejudice. Result? Fewer people today question the digestibility of bananas. More recently the banana has moved out of Delancey Street up to Park Avenue.

Today it is as much at home in a pent-house as it ever was in a pushcart.

"How many people hear our program?"



EVERY RADIO advertiser asks himself that question.

A convincing answer is in the picture. It is mail—letters. Just a small part of the total received. It all came in response to two announcements, made during the Goodyear Program. A first prize of \$100 and a number of smaller prizes were offered to those persons sending in the largest number of words found in the name "Goodyear Supertwist." After the letters were carefully judged, they were counted. 101,496.

We plan, write, rehearse and produce the Goodyear Program for The Goodyear Tire & Rubber Co., Inc. Wednesdays, 8:30 to 9:00 Eastern Standard Time, and Saturdays, 9:00 to 9:30 Eastern Standard Time. It seems to have a following.

BATTEN, BARTON, DURSTINE & OSBORN
INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

Great Bradbury Plan for Financing Quiescent Advertisers

Much Interest Shown at First Meeting to Discuss Projected Space and Time Pool

By Amos Bradbury

[EDITORIAL NOTE: The millennium, to speak in the language of the economist, must be "just around the corner." For here comes Mr. Bradbury with the thought that with only \$25,000 actual capital there can be formed a \$20,000,000 advertising space pool from which advertisers who are temporarily embarrassed financially can "borrow" space as they need it. One of the possible weak points in the Bradbury plan (even a masterpiece such as this, on account of being conceived by a human brain, is bound to have a few defects) is that under its workings the publishers might have to pay their printers on Saturday nights with debentures. Maybe we are wrong and probably it doesn't make much difference whether we are or not. But we are just asking the question.]

IT is possible for me to describe today how Mr. Swope must have felt the week after his plan for the stabilization of business was first suggested. It was, in fact, Mr. Swope who started me upon the course which led to that discussion in a private room in the new Waldorf-Astoria, from which I have just this moment returned.

When Mr. Swope had the courage to lose his fear of the sacred cows of business and propose a drastic plan, I wondered why I couldn't do something similar for American business, with particular reference to its chances of getting new customers.

When I read later on about the Reconstruction Finance Corporation, and after that the Glass-Steagall Bill, I realized that many of our leaders had overlooked a tremendous possibility. In order to set the wheels of industry moving business must make sales. Many a

prospective advertiser is prevented from advertising when he wants to, because of the absence of liquid capital. Banks, even when aided by the Government, have not been anxious to advance capital for the express purpose of advertising.

A Self-Financing Pool

It was perfectly obvious that since advertising is an economic force particularly effective in times when people were holding back from purchasing necessary articles, the time had come for a group to provide the means for advertising by a great pool. Realizing that the Government had been asked to finance plenty of things from farm products to railroads and banks, it seemed logical that this pool—a \$20,000,000 one—to be discussed strictly on its merits, should definitely at the start be self-financing, depending on no Government or outside means for its coming into being.

It was with some trepidation that I sent out invitations to representatives of all forms of advertising mediums for the first meeting. Twenty-two people, including representatives from newspapers, magazines, outdoor advertising, the advertising agencies, farm papers, direct-mail, street cars, business papers, radio broadcasting companies and several others, accepted my invitation for an informal discussion. At that time it was my great pleasure to present this plan:

1. It would be a good thing for all advertising mediums as well as for America generally if a large group of new advertisers was developed.

2. There are thousands of manufacturers who would like to advertise if they had the money.

3. If they were able to borrow the money from a bank, they would invest it in some form of advertising.

4. It would, therefore, be just as well for them if they were enabled to have credit allotted to them by the owners of advertising mediums.

Having thus laid the general ground work for the details of the plan, it was my great pleasure to branch out into the details and to answer those questions which I could see were uppermost in the minds of my audience.

This further exposition took somewhat the following form:

Let there be formed a great revolving pool of space in all sorts of mediums to be placed in charge of a committee of three. This committee should consist of one man—a well-qualified agent selected by the agencies, a skilled engineer chosen by the Taylor Society, and one man named by the representatives of advertising mediums of all sorts.

What the Borrower Would Have to Prove

Any concern which thought it had a good product and wished to borrow, not money but space to promote its project, would be required to appear before this committee and prove that it was of suitable standing in every respect, that its product was likely to succeed, that its management was sound.

The concern which wished to borrow space from this company would be required to acknowledge its debt in the same way as if it were borrowing from a bank. Collateral securities in the form of debentures would be required, although margins would be slightly less than required by the modern banker.

No loan would be considered by the committee unless the manufacturer were accompanied by his advertising agent, who would submit at the same time as his request for the space loan, a detailed plan for the carrying out of the projected campaign. If the committee thought that the prospective borrower was sound on all counts as

mentioned, he would be allotted space or time in those mediums his agency suggested up to what I have called the Bradbury amount—\$62,500.

It has always seemed to me that a manufacturer who can't make a determined and aggressive tryout campaign during 1932 for the sum of \$62,500, would be a very poor risk for anybody at any time. It was this "Bradbury amount" which later caused a great deal of discussion.

Usual Commission to Be Paid

The moment that a prospective advertiser was allotted space and started his campaign he would be required to pay the usual advertising commission himself and in cash.

It was of course also to be agreed upon by both the agent and his client that no advertising would be permitted in any medium which had not previously signified its willingness to become part of the \$20,000,000 space and time pool, to which they would contribute pro rata according to their present rate cards.

It was also to be understood by all parties concerned that all credits were to be used to finance a four months' test campaign. Bills would be issued in the usual way to the agent for his client, but would not be paid for ninety days, since it would be part of each publisher's contract with the pool to allow the company credit up to the amount previously specified.

If after the best advice possible by the engineer and the other members of his committee, the management of the concern proved to be not as good as at first thought, and the company failed, the pool company would become a creditor just as in the usual course of business.

In the more probable event of great success the borrower would repay his space loan previously advanced by the pool, plus 16⅓ per cent for commission and administrative expenses. Thus the publisher's account would gradually be liquidated, plus the discount pre-

vously referred to, used for the purpose hereinbefore mentioned.

The agent would thus be seen to have a particularly keen stake in the success of the advertiser's plan which he helped to formulate, and the publishers would do all possible to co-operate to the best of their ability with both the agent and the client.

The best part of the plan, as I pointed out to my hearers, was that a \$20,000,000 pool could easily be formed on an actual cash capital of only \$26,000. This could be easily obtained on the security of the bills the pool would hold. It would be used for offices, stenographers, typewriters and some overhead. One man naturally would be required to give all his attention to this, and I had a very good man in mind.

During the sixteen minutes which it took me to present this plan in its outline, no interruptions for speeches, questions or heckling were permitted. I may say that the audience listened in what I considered rather breathless attention.

At the end of the period taken up briefly for my presentation, the discussion immediately started or broke out.

I wish some of my readers could have been there to have listened in on the staccato, entirely informal and sometimes rather brutal frankness which marked the discussion.

A Job—and a Problem

One of the great difficulties in bringing the plan through its early stages, I saw almost at the start, was the single man to be elected as representative of all advertising mediums. The three names which I mentioned met with no apparent enthusiasm on anyone's part. The publisher of one of the religious papers present thought he had a cousin who might very nicely fit into the picture in such a capacity. This portion of the plan was finally laid on the table by a *viva voce* vote.

During the discussion pro and con, and as I counted the voices I will admit that it was perhaps 66⅔ per cent con, other details of the

plan met with opposition. What particular agent might be selected who would meet with unanimous approval came up for some discussion, and engineers also were discussed with the greatest frankness.

These and other details were left to a future meeting and it is sincerely hoped by all who had the pleasure to listen to this original plan that we will meet again next Friday at the same hour and place. At this point the meeting adjourned *sine die* with the exception of next Friday, as previously mentioned, and the group dispersed having been the first of their profession privileged to hear the news of a great new plan in its early, formative stages.

* * *

The only thing for me to tell my readers about the Bradbury Plan is this: It was sort of a nightmare which afflicted me the other evening after having read a proposal in my favorite British advertising journal. The meeting hasn't taken place yet, so that all my friends and well-wishers, and I am sure they are legion, have ample time to suggest additions, emendations, elisions and even a totally new plan, if they see fit. And what could be fairer?

A. R. Hopper with Hanovia Chemical

A. Raymond Hopper, at one time vice-president in charge of copy and plans of the George C. Sherman Company, has joined the Hanovia Chemical & Manufacturing Company, Newark, N. J., where he will be in charge of the advertising department. For the last three years he has been engaged in free-lance advertising work.

Foster Gilroy Joins Katz Agency

Foster Gilroy, for many years assistant advertising director of the former New York *World*, has joined the New York office of The Joseph Katz Company, Baltimore advertising agency.

Appointed by Kiel Furniture

A. A. Laun, Jr., has been appointed sales manager of the Kiel Furniture Company, Milwaukee and Kiel, Wis., succeeding George B. Norton, who has become sales manager for the East central division of the Philco Radio Company, with headquarters at Cleveland.



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DIVERSITY

The Economic Gyroscope



5. GRAIN

IN addition to being one of the important corn producing states of the country, Kentucky ranks high in the production of other grain crops. Winter Wheat, Oats, Rye, Barley and Buckwheat are all raised in considerable quantity—the estimated value of the 1931 crops of these grains being approximately \$4,371,000.



◆
Kentuckiana, the greater Louisville Market, includes practically all of Kentucky and a large portion of Southern Indiana, another rich agricultural section, and can only be reached at one low cost thru—

◆
THE agricultural diversity of Kentucky, which in 1931 yielded crops estimated at over \$101,461,000—coupled with an industrial diversity which extends into every corner of the economic life of the state, makes this one of the most stable and constantly profitable markets of the Middle West.

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc.

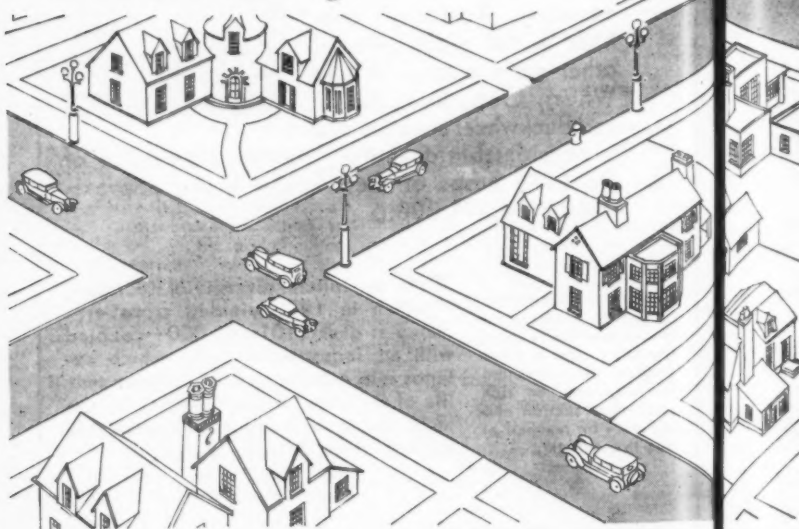
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REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY



What's wrong with this picture?..

...Not a green thing in sight.



BETTER HOMES & GARDENS

The Gardened Home... Better Market

**BETTER
FOODS**

& HOMEOWNERS' MEETINGS





PICTURE a town shorn of shrubs and trees... a town where no leaves rustle in the breeze, no flowers brighten our path, no lawns rest our weary eyes, no gardens lend their soft, caressing touch...

"Impossible!" you say. Impossible because such a bare and barren picture would be painful to contemplate. Impossible because trees and flowers and gardens are close to the heart of Everyman—closer than we know.

It is through no accident, therefore, that Better Homes & Gardens dedicates itself to the *gardened home*. For the gardened home is a symbol not merely of contentment but of pride and progress. It is a badge of buying power, a mark of caste. The gardened home says, in effect, "Here is a *better* home... a home where living is still a gracious art, where cooking is not a hateful chore, where *food means more*."

Remember that fully 85% of Better Homes & Gardens families *own their own* homes. That doesn't mean renters. It doesn't mean transients. It means *permanent* dwellers. And these are the very people who interest you in selling food and household equipment.

Ask any man who "knows his groceries" for a list of his best customers. He'll say, "Give me the home-owner every time!" In other words—

The people to whom home and garden and children are still the big things in life... the worthwhile folks who each month take Better Homes & Gardens to head and to heart—to the tune of 1,400,000 strong! Small wonder it's the fastest growing non-fiction monthly in America!

BETTER HOMES & GARDENS



MEREDITH PUBLISHING CO.
DES MOINES, IOWA

DO IT NOW!



THAT'S the urge of youth. No procrastinating. No putting off 'till after the "depression." *Right now* the High School son scents the need for a new product in the home and *right now* he promotes the idea of buying that item.

"Why wait dad? You know we ought to have it." "Why wait mother? You'd be lots happier if we could get that right now." "Why wait? Let's get it now."

The High School son is, just naturally, a real ally of the "end the depression movement."

Get that urge of youth behind your product. Reach these High School sons through **BOYS' LIFE**.

In the upper age range of BOYS' LIFE readers, Wooster Taylor, Jr. is nevertheless typical of the other 200,000.

BOYS' LIFE

For all Boys — Published by the Boy Scouts of America

2 PARK AVENUE NEW YORK

CHICAGO
9 W. WASHINGTON ST.

BLANCHARD, NICHOLS, COLEMAN
LOS ANGELES SAN FRANCISCO SEATTLE

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Keying Advertisements

Camouflaging Is Unnecessary, as Public Will Follow Instructions in Addressing Inquiries If Offer Is Worth While

OUTBOARD MOTORS CORPORATION
MILWAUKEE, WIS.

Editor of PRINTERS' INK:

We are faced with a problem which, I believe, is the problem of a great many advertisers and that is to key their advertising properly so as to be able to check results (inquiries), obtained from various publications.

The correct city address of the Outboard Motors Corporation is 4143 North 27th Street, Milwaukee, and we have had the permission of the local postal authorities to use any street address on 27th Street as a key in our advertising. For example: We might key an advertisement appearing in *Motor Boating* as 109 North 27th Street. Upon receipt of an inquiry bearing this address, we will immediately credit *Motor Boating* with this inquiry. The girls in our office, when they open the mail in the morning, pick out the inquiries with the various key numbers and make a record of them. At the end of the month, these notations are totaled and we are soon able to tell how many inquiries have been received from various advertisements.

This system, however, has one serious disadvantage, and that is that someone from out-of-town or even someone from Milwaukee, might decide to look for the Outboard Motors Corporation at the address given in one of these keyed advertisements and this of course would mean that he would probably be looking for our office a couple of miles away on the other side of town. We have known this to be the case in several instances.

Previous to using this system, we keyed our advertisements with the usual department marking, that is Department A, B, etc. However, this system was abandoned and I am looking for new suggestions to replace the present method which we are using. Have you any further ideas along this line?

F. A. LANDWEHR,
Advertising Department.

THERE are many attempts made to key advertisements so that the keying process might be camouflaged. In the opinion of several large advertisers who are successful in producing a high inquiry yield, it is not necessary or worth while to devise a key that will hide from prospective inquirers the fact that the advertiser is trying to record the source of inquiry response.

The prime essential is to offer some service that will make it advantageous for inquirers to respond. The number of contrary-minded individuals who will deliberately omit address details has been found to be practically neg-

ligible; experiments have shown quite the reverse disposition to rule. If the incentive is sufficient to inspire action, people are careful to follow instructions.

Most popular among the keying methods used are the following:

1. Using a coupon in an advertisement which, when received by the advertiser, will identify the medium.

2. Using department numbers as part of the address. That is, have the prospect write to Department A, B or C or Department 21, 23 or 24.

3. Using a room number or changing the street number.

4. Featuring a booklet and having the reader ask for the booklet by number or name.

5. Have inquiries addressed to specific individuals or departments in the business.

One large advertiser who used the same system as that followed by the Outboard Motors Corporation, namely, varying street numbers, also found the system unsatisfactory. In this case the local post office permitted the advertiser to use several streets in his city for addressing purposes. Every once in a while, however, some skeptic would decide to visit the advertiser, accomplishing his purpose only with difficulty and perhaps disgust. A change in the keying process was made. All keys referred to the same business building and, in addition, carried a numeral in front. For example, in 807 Jones Building the 807 conveyed the facts of publication and date of issue. This method would seem to be the simplest solution to the question raised by Mr. Landwehr.

General Foods and Procter & Gamble both have found the greatest efficiency in the use of alphabetical letters on coupons to identify a publication. These are used in conjunction with numerals which indicate the date of issue. With General Foods, LHJ-4-32, indicates that the inquiry springs

from *The Ladies' Home Journal*, April, 1932, issue, Procter & Gamble use letters to designate the publication, followed by a number. The last letter of the number specifies the year, as follows: 12 indicates January, 1932, and 102 indicates October, 1932. This system has been found satisfactory in every respect, readily classifying inquiries that are a year or more old.

Some advertisers use the names of individuals, either real or fictitious. Sometimes the name is that of a person who is identified with the company as an authority on some particular subject, such as cooking or home planning. In one case this system did not work out well because the individuals gradually got the idea that they were the whole advertisement or, to cite another difficulty, an individual would leave the employ of the company and his name could no longer be used. The solution here was the adoption of synthetic names.

Keying Without Coupons

As compared with keying coupons, the keying of copy without coupons is more difficult, because the inquirer is required to write the key on both envelope and request. Arbitrary room numbers, department designations or names of individuals can be used but it is imperative that these be neither long or involved. Use of the letters "I" and "O" should be avoided because of their similarity with figures.

An advertising agency which has carefully checked clients' inquiries over a period of six years reports that the files show splendid co-operation from the public in carrying out key instructions.

This checking covered keying of advertisements so as to test copy appeal and pulling power of offers, as well as to record inquiry productivity of publications.

There is little doubt that if a worth-while offer is made, the public will send in requests as suggested for fear that to do otherwise would carry their letters to the wrong person's desk.—[Ed. PRINTERS' INK.]

Price Is Frigidaire's Keynote

PRICE is the keynote of the 1932 Frigidaire sales campaign. The Frigidaire Corporation sized up conditions as they are this year and came to the conclusion that, as H. W. Newell puts it, the company "would have to hit price between the eyes in order to jar things loose." Mr. Newell is vice-president in charge of sales.

"There are," he said, "two ways to lower prices: First, we could skimp on quality or cut dealer discounts. Second, we could maintain quality and dealers' profit margins and reduce our costs by increasing our volume. We are following the latter course."

"Our 1932 prices are based on an anticipated increased volume which the sales department has promised to sell. These new low prices are being featured in all of our dealer and consumer advertising and at our thirty-eight dealer conventions that are being held throughout the country."

The 1932 quota will be reached, the company believes, by increasing sales of its present outlets and by going after new outlets. Heretofore, Frigidaires have been sold principally through dealers concentrating on this one product. Now the company has established a new department to contact department stores and furniture, hardware, radio and other stores. These stores have operated as sub-dealers in the past; now they will be able to obtain a profit margin on Frigidaires which should encourage them to take a real interest in this product.

J. H. Van Deventer Elected to U. B. P. Board

J. H. Van Deventer, editor of *The Iron Age*, New York, has been elected a member of the board of directors of the United Business Publishers, Inc.

Appoints McLain Agency

The Baldwin-Southwark Company, Eddystone, Pa., has appointed The McLain Organization, Philadelphia, to direct its advertising account.

in

place
by

115,026 lines

The Globe-Democrat was one of twenty-eight important American daily newspapers passed by The St. Louis Star in total paid advertising in 1931—the morning Globe-Democrat stepping down to third place and The St. Louis Star advancing to second place in St. Louis.

That had never happened before. It was one of those upsets that some buyers of space couldn't reconcile with the traditional rank of St. Louis newspapers.

Some said, "It will not last. The morning newspaper, with no competitor will not stay behind an evening newspaper with two competitors."

But in February The St. Louis Star increased its hold on *second place* by leading the daily morning Globe-Democrat by the wide margin of 115,026 lines in total paid advertising.

THE ST. LOUIS STAR

National Advertising Representative . . . GEORGE A. McDEVITT CO.

Beauty Hygiene for. the



**Advertising Pays Best
Where You Have An At-
tentive Attuned Audience**



**Typical editorial and ad-
vertising pages from . . .
PHYSICAL CULTURE Magazine**

r. the *Modern Woman*

Best
An At-
tendance



WORLD'S LARGEST SELLING MAGAZINE ON HEALTH AND BEAUTY

PHYSICAL CULTURE *Magazine*

This seems like a remarkable unanimity of opinion—

282 advertising agencies placed business in
The New Yorker in 1931.

78 advertising agencies placed business
amounting to 6 pages or more.

One agency alone placed the advertising of
19 clients in The New Yorker, a total of
167 $\frac{1}{3}$ pages costing \$126,812.

THE
NEW YORKER

25 WEST 45th STREET
NEW YORK CITY

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How to Find the Theme for the Advertising Campaign

There Is No Uniform Method—But Few Themes Are the Result of Lucky Inspiration

By Arthur T. Lewis

Vice-President, Johnson, Read & Co.

OF late, there has been an observable tendency toward greater use of a well-considered theme in advertising campaigns. However, as has been pointed out in an article in *PRINTERS' INK MONTHLY*,* the number of advertisers whose publication advertising is distinguished by an appropriate theme is still relatively small.

This is perhaps due to the acknowledged difficulty of finding a suitable theme. That a theme is helpful, is a point upon which most can agree. How it may be discovered, and presented to a waiting public, is a question not so easy to answer.

Adherents of the inspiration school of advertising hold for the development of a big idea, that springs full blown from the active mind of some advertising man. On the other hand, advocates of the perspiration school advance the method which provides for as many men as possible getting together as many times as possible and cogitating in unison till from several hundred assorted ideas the right one is properly drawn, like a winning lottery ticket. Truth is, there are probably as many ways to find the advertising theme as there are advertising men.

In an attempt to discover what might be called an "average" way, inquiries were made among a number of advertisers whose present work indicates the presence of a theme.

In any roll call of advertising themes, that of the Hartford Fire Insurance Company would be notable not only for its individuality, but also for its length of service. Here is no tentative feeler, chang-

ing from year to year. The Hartford Fire Demon has been flaming forth from the pages of our leading magazines for a number of years.

As a theme the Hartford Fire Demon literally blew in with a gust of wind. So, at least, may be gathered from the account by J. W. Longnecker, advertising manager for Hartford. Perhaps the inspiration school can take some comfort from that.

Mr. Longnecker, during the war, gathered a considerable collection of war posters, with some of which he adorned the walls of his office. One day, a gust of wind blew one of these posters down and it fluttered to his desk. It was the picture of a bloody boot.

Like a flash was born the idea. Posters! And posters the Hartford advertisements were from that time on. Fire was personified, depicted in many forms. A good idea but it still lacked continuity. One day there was a conference between advertiser and agent. Result, the Fire Demon.

Five Years of Research

Now for a different theme and a different experience. The Simmons Company reached its recent very interesting theme by dint of five years of painstaking research. When the investigation began there was scarcely anyone with an idea of what it would divulge. Most everyone, if asked, would have said that the ideal of a sound sleep is to sleep "like a log." Yet Simmons' advertising is now telling the world that the opposite is the truth.

Some six years ago, Z. G. Simmons, president of The Simmons Company, decided that it was time

*"Have You a Theme in Your Business?" June, 1931.

someone should find out what this thing called "sleep" was about. He endowed two fellowships in the Mellon Institute of Industrial Research at the University of Pittsburgh. Now appears the Sim-

**DON'T GIVE MR. WATER-THIN A LIFT,
HE'LL COST YOU MONEY EVERY MILE!**



● You can't afford to let Mr. Water-thin ride in your car. For he's the quart or more of light, waste oil that ordinary refining leaves in every gallon of motor oil. It's far too thin to lubricate a motor, but it costs as much as a quart of good oil. It's a quart so light-bodied, so quick to vaporize when engine heat gets working on it, that Quaker State engineers have dubbed it "water-thin".

● Ordinary refining can't remove "water-thin". But Quaker State refining gets it out—all of it. In every case of Quaker State's refineries—the most modern in the world—there is a costly, special process which has that one mission. This process, operated with the infinite care that marks every phase of Quaker State refining, gets every last drop of "water-thin" out of Quaker State Motor Oil.

● And Quaker State replaces this useless waste with full-bodied,

best fighting lubricant. Quaker State gives you four full quarts of lubricant to the gallon—instead of three quarts and a quart of waste. So you really get an extra quart of lubrication in every gallon. And that's why Quaker State is the largest-selling Pennsylvania Oil in the world!

● And Quaker State is made entirely from 100% pure Pennsylvania Grade Crude Oil. It is so free from impurities that it doesn't require acid treatment in refining. That's important! For acids tend to destroy some of an oil's oiliness.

● So stop at the familiar green and white Quaker State sign. It's displayed by one dealer in every four. Ask for Quaker State Motor Oil. It costs you 35c per quart (a lot more in Cereola and at some points in the West) and per mile it is the cheapest oil you can buy. For Quaker State gives you a full extra quart of long-lasting, best-fighting lubricant in every gallon!

THERE'S AN EXTRA QUART OF LUBRICATION IN EVERY GALLON



**A Quaker State Advertisement on the
"Extra Quart" Theme**

mons advertising, with the astounding news that a typical eight-hour sleep of an average sleeper involves a dozen or more different positions and from twenty to sixty changes of position.

In contrast to such wholesale excavation, Quaker State Oil Refining Company has been picking away, digging steadily at its theme for a period of ten or twelve years, according to H. S. Morris, advertising manager. The basic idea is the extra step in refining, called

super refining, by which there is removed the non-viscous portion of the oil found present in ordinary motor oils. This portion is really useless and in actual volume represents about one-fourth of ordinary oil.

About six years ago, it was realized that since this one-fourth gallon of useless oil was replaced in Quaker State by a quart of good oil, the motorist actually buys four full quarts of oil in every gallon—which, by comparison, amounts to "an extra quart in every gallon." Thus was born the phrase which epitomizes the theme of Quaker State Oil.

R. Del Dunning, radio advertising manager of the General Electric Company, speaking of the "Full Range" idea as used in General Electric Radio advertising last year says: "If I recall correctly, it was a suggestion by the account man handling G-E advertising at the agency. However, its development was not, I should say, at all the idea of an individual. It was the result of group effort."

He then describes how the theme was found for the advertising now appearing. Survey showed that 68 per cent of the answers regarding the most important feature considered by a prospective purchaser of a radio mentioned tone. Calls were made on 6,000 homes to verify this point. It was decided that the theme would be on tone. But how to dramatize it?

One day a group of twelve members of the agency, together with members of the advertiser's organization, listened to a competitive test of the G-E radio against four competing makes. The sets were screened from view. Ballots were taken on tone, resulting in a unanimous vote for the tone of the G-E radio.

The idea was carried further. It was found that the average person can distinguish a good tone. An interesting sidelight, however, is that the G-E set, it is related, received a larger percentage of votes in tests before people who are musically trained than before groups of average people. The tone test is summed up in the

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phrase, "Believe Your Own Ears," which is featured in current G-E advertising.

Electrolux advertising is an example of two themes, both the result of several weeks' intensive work. The problem was the successful dramatization of the difference between Electrolux and other automatic refrigerators—such as ice from heat, no moving parts.

Such features have a touch of the uncanny about them, and so the "Magical" series was devised, using such headlines as "Incredible, until you know the secret," "Uncanny, that's your first impression," "Seems like magic, yet really so simple"—all illustrated with pictures of snake charmers, sword swallows and magicians pulling rabbits out of hats.

A different theme, for the same product, was worked out to impress upon the New York market that even so new a device as the automatic refrigerator could be old-fashioned if it caused any noise. Pictures showed the old-fashioned scenes of "The Nineties" and the theme was epitomized in Tennyson's phrase "The old order changeth, giving place to the new."

Both of these themes were the fruit of systematic efforts to find a theme—by trial and error, as it were.

It isn't often that the theme of an advertising campaign centers around a personality, but this is true in the case of the Willard Storage Battery Company. Doubtless, to a large percentage of the readers of this paragraph, the mere mention of Willard brings to mind the well-known features of the Willard Service Man.

Some fourteen or fifteen years ago some photographs were taken in the Cleveland branch service station of a service man actually servicing the battery in a car. Chick Pike hap-

pened to be the man who was asked to take the part of the service man. He seemed to be a typical service station man type and as a result the Willard company has used him ever since in its advertising when using the service story.

F. H. McKinney, advertising manager, the Packard Motor Car Company, gives the history of that company's experience with theme advertising. The current advertising campaign is the sixth consecutive theme exploited by the Packard company, all after a well-designed plan, providing both for continuity and for development to sustain interest throughout the campaign.

Mr. McKinney is of the opinion that none of the Packard ideas flew full-wing out of the nest. To Alvan Macauley he gives much of the credit for a personal interest in the advertising of the company. The advertising manager reports directly to the president. He also works closely with the head of the advertising agency, and out of

"Can you come over?"
We're in trouble—"

Mr. Y. _____ telephones his Hartford agent:

"Hello, . . . that you, Mr. M. _____? Can you come over? Write in trouble form."

"Certainly. What's happened?"

"Fire broke out in our warehouse last night and destroyed or damaged all the stock we'd made up against the Christmas rush. It's too late to duplicate it now. I know any fire insurance will pay for the cost of the goods, but does that Profit Policy you wrote for me help out on the business and income we're losing?"

"It certainly does. Get out your invoices and cost sheets. I'll be right over. We'll figure up your costs and the normal profit you'd have made. You'll have a check in our mail promptly. Hartford's fair on claims, you know."

When trouble rises in and ruins your prospect for a good season, it's mighty comfortable to call up your insurance agent . . . your Hartford agent . . . and have him tell you that your loss is covered by a Hartford policy that he put in your hand months ago.

You can always look back right in the face . . . without fear or flinching . . . if you will let the Hartford agent work with you on the job of providing protection for your property . . . your business . . . your profits. The Hartford is represented by specialists in insurance, who can inspect your risks, review your present policies, and write you a line of insurance that will check loss at every point and turn.

For your protection . . . your profits . . . call your Hartford agent now.

THE HARTFORD FIRE INSURANCE CO.
AND THE HARTFORD ACCIDENT AND INDEMNITY COMPANY
WRITE PRACTICALLY EVERY FORM OF INSURANCE EXCEPT LIFE

The Hartford Demon, This Advertisement Explains, Will Hereafter Also Represent Wind, Explosion and Other Destructive Forces in Addition to Fire

such co-operation usually comes some plan or theme.

The world supremacy theme was the survivor of three which received consideration. Mr. McKinney sums up his viewpoint on the subject most interestingly. He writes, "I think I can say that Packard, on the whole as well as in advertising, is the result of group effort headed by one man and that Packard evolves rather than explodes."

Letting the Public Help

Another advertiser, searching for a theme which would not only be suitable for the product but most effective in securing response, hit upon a method for obtaining the assistance of the public in making the choice. The Conover Company, makers of the Conover Electric Dishwasher, felt it necessary for each advertisement to draw the maximum number of replies and also recognized that the proper theme would be of great value in registering the advantages of electric dishwashing with thousands who might not answer the advertisements.

It was realized, moreover, that the theme idea which might appeal as most interesting and appropriate to the agency staff and advertising department, might not be the one that would appeal most to the reader. So, after agreement upon the four most likely themes, each was worked into a single advertisement.

Number one was what might be called the "Disagreeable Task" theme. It dramatized the headline, "Do you sentence your wife to six weeks over the dishpan every year?" Number two was the "Old Habits" theme. It pictured a woman beating a carpet which hung over a line. It drew the analogy between such a method and the practice of washing dishes by hand. The headline was, "Do you clean your carpets with a club?" with the subhead, "Then why wash dishes by hand?" Number three was a semi-humorous approach to the "Convenience" theme. It cartooned, hubby at work in the kitchen while friend wife lolled

comfortably in an arm chair, with the headline, "If husbands had to do the dishes." Number four was on the "Sanitation" theme and announced that "Dishrag bacteria are never found on Conover washed dishes."

Number one outpulled the next best, which was Number three, by a good margin. Number two, which had been favored by many, was a poor fourth. Which goes to show that, though the public may not be able to choose the theme, it has the power of veto.

These eight experiences described in the foregoing paragraphs, are typical. From them may be deduced certain general conclusions. One thing is certain—discovery of a theme usually involves group effort. Moreover, it is nearly always an "evolution rather than an explosion."

Possibly three of the eight cases cited may be considered examples of inspirational effort—namely, Hartford, Electrolux and Packard. But, in each case, the inspiration, if any, was a result of a definite effort—resulting in a receptive state of mind.

Two are examples of the research and test methods of finding a theme—the Simmons "sleep" theme and General Electric "tone" idea. Another, the Conover series, illustrates the test method of finding a theme by letting the public determine through its response. The other two, like Topsy, "just grewed." Quaker State and Willard Battery themes are gradual developments over a period of time.

Some Conclusions

If from this cross-section of current advertising may be drawn any reliable conclusions as to the procedure, it might be summed up about as follows: Begin with the product, its advantages, benefits accruing from its use. Try for the most dramatic way of picturing or phrasing the most important advantage. If there is no outstanding advantage of the product, consider the package, the method of selling or the institution back of the product.

As An Advertiser

This Means a
Great Deal To You

The Combined

LOS ANGELES EVENING

HERALD AND **Express**

Now Enables
You to

**COVER LOS ANGELES
IN THE EVENING**

With One Newspaper
Without Duplication
At One LOW Cost

NATIONAL REPRESENTATIVES:

PAUL BLOCK AND ASSOCIATES

NEW YORK
247 Park Ave.

CHICAGO
Palmolive Bldg.

PHILADELPHIA
1420 Walnut St.

DETROIT
General Motors Bldg.

BOSTON
Little Bldg.

SAN FRANCISCO
839 Russ Bldg.

More Hits⁺ Lower Cost



THE CROWELL PUBLISHING COMPANY

Mar. 17, 1932

"More Hits"
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PLUS V

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"More shot pellets hit the moving target," said Western Cartridge Company in its 1931 Super-X shell campaign in The Country Home.

+
PLUS VALUE
"More inquiries per dollar," returned The Country Home audience.

Final count showed that The Country Home produced inquiries for Western at lower cost than any other national farm magazine.

THE

Country Home

GETS RESULTS

APANT 50 PARK AVENUE. NEW YORK

**The Local Merchant Knows—
So Do The Chain Stores**
THAT THE
Jersey Observer
Covers Hudson County, N. J.



THE GREAT HOWARD FACTORY, WHERE ALL HOWARD CLOTHES ARE MADE

Howard Clothes Inc.
JAY HIGH AND SANDS STREETS
Brooklyn, New York

Publishers.
Jersey Observer
Hoboken, N. J.

Gentlemen.

We use the Jersey Observer for our Jersey City store because we know of the excellent circulation the Jersey Observer has in Jersey City in the neighborhood of this Howard store, in addition to its circulation throughout Hudson County.

Yours very truly.

HOWARD CLOTHES INC.

BY

Irving M. Cohen
ADVERTISING MANAGER

**The Local Merchant
IS the Man Who Knows**

Jersey Observer

Covers Jersey City, Hoboken, Union City
and Five Towns in Hudson County, N. J.

Gilman, Nicoll & Ruthman

New York

Chicago

Detroit

San Francisco

Boston

Helping Dealers Get into Homes of Their Prospects

General Electric Promotional Service Designed to Help Retailers Sell Full Line

SO many dealers these days are sitting in their stores bemoaning the fact that business is bad. "People aren't buying," they sigh. "What can we do when they haven't got the money to spend?"

General Electric Company's answer to that question is, "There are still people who have money to spend and are willing to buy, but dealers who expect a volume of business must go after them and not wait until they come to the store."

Starting with the month of March the Merchandise Department of the General Electric Company is inaugurating a new service for its electric appliance retailers. This is a complete promotional service to help retailers sell such appliances as vacuum cleaners, clocks, radios, sewing machines, sun lamps, etc.

Monthly Suggestions

Each month dealers will be furnished with a proposed monthly sales activity covering a majority of these appliances. All merchandising suggestions will be prepared from the dealers' standpoint and also take into consideration the following:

1. The relative importance of each appliance in the dealers' merchandising set-up.
2. Seasonal factors which influence the salability of each appliance.
3. Additional market factors which influence the salability of each appliance.
4. Proved merchandising methods which will aid dealers to sell each appliance.

For instance, in the dealer promotion activity for March, vacuum cleaners are featured chiefly, although suggestions are given also for the sale of sun lamps, home laundry equipment and sewing machines. This material is in the form of promotional literature

sent out with the "G-E Appliance Merchandiser," the company's dealer publication. This literature is such that it may be filed for future reference.

Cleaners were selected because of their seasonal appeal at this time. Dealers are urged to conduct a spring clean-up campaign built around a local advertising program in which they will feature free dust cloths as an incentive for the prospect to make herself known to the dealer.

Seeing Mrs. Consumer Gets Harder

Because of the increased resistance consumers are displaying to canvassers the company realized that dealers must have something to make it easy to get into the home. People are becoming more skeptical of the "man at the door." They have been tricked once too often by the panhandler—the middle-aged "college boy" earning his way through school, and other types of retail racketeers. Therefore, extraordinary measures must be used by legitimate retailers to get into the home to Mrs. Consumer.

Sensing the need among dealers for just such measures, the General Electric Company determined last fall to find something that would actually get dealers and their salesmen past the door and into the home. A dust cloth was selected.

"We believed a free offer would be a good method of securing vacuum cleaner prospects for dealers," says W. M. Cramp, of the advertising division, "and we chose a dust cloth because of its affinity to cleaning and because it is something every housewife needs and can use about the home."

Before this dust cloth idea was ever given to dealers as a local sales aid it was proved successful by the company in its own national advertising.

The method of putting over the idea to the public and also to the company's distributing organization and dealers was to run a series of advertisements in the leading women's magazines during October, November and December, in which the dust cloth was featured. Each advertisement contained a coupon offering the dust cloth free. The fact was made very clear in the copy that a representative from a local dealer would call on each woman who mailed in a coupon, to give her a demonstration of a G-E Cleaner.

"To our gratification," remarks Mr. Cramp, "over 50,000 coupons were received in response to this advertising. We mailed dust cloths from Bridgeport direct to the persons requesting them. Enclosed with each cloth was a cleaner folder and a letter stating that a local dealer would call to give a G-E Cleaner demonstration. The coupons were mailed to our distributors in whose territories they originated, for distribution among dealers. The dealers were instructed to follow up each lead with a personal call.

"The results from this procedure convinced us that the dust cloth idea was a good one—especially since a survey we made showed that one out of every six of the persons who sent in the coupons was a good cleaner prospect. However, we felt that if we could get distributors and dealers to incorporate dust cloth coupons in their local advertising, the effectiveness of the dust cloth would increase considerably. Through use locally the individual dealer would be able to deliver the dust cloths personally in each case and thereby reasonably insure his being admitted to the home, after which he would be able to give a cleaner demonstration."

Another advantage of local distribution of the dust cloth is the time saved. Under the original plan the dealer very often would not arrive at the prospect's home until a week or ten days after she had received the dust cloth. Naturally, by this time she had lost a good deal of interest. Possibly she had forgotten about it. At any

rate, she would not be so likely to permit the salesman to enter the home for a demonstration as she would be if she had not received the dust cloth and was anticipating

IT CLEANED UP!



G-E Dust Cloth offer
brought 53,121 responses
(and more piling in every day!)

G-E Cleaners

Find 53,121 doors open

(and more opening every day!)

So we are using the same, 50 different little dust cloths open this year. 53,121 responses in three months is very near a record. 53,121 women turned into friends, ready to listen to the G-E story, is enough to sell a lot of cleaners.

Just imagine! Actual record, a true picture of the women from one day's correspondence has shown that 21% of the women who wrote in were definitely in the market for a cleaner. And, of course, many of these could be easily sold as a G-E.

We're sure you'll be ready to "clean up" with us this year.

Many of the women who are writing to us are new housewives and prospects. And you will have plenty of advertising help long to carry the dust cloth campaign right into the home.

Remember to say, this year of all years, you cannot sell will come from products with a well-known and established name. There are G-E cleaners where, as you know, are outstanding, even for this year. Don't miss it!

Your G-E distributor will give you complete details of the dust cloth offer—or write us direct.



GENERAL ELECTRIC CLEANER

GENERAL ELECTRIC COMPANY, JERISON ROAD, WESTLAND, MICH., BRIDGEPORT, CONN.

Advertising the Dust Cloth Idea to
Retailers

the salesman's presenting it to her.

To be sure that the plan would work out exactly in this manner, one of the company's distributors in the New York area contracted for a full page newspaper advertisement. This distributor's salesman called on his dealer clientele and explained to them the details of the campaigns. Each dealer, in order to have his name included in the advertisement, had to agree to purchase a certain quantity of cleaners and to take on, in addition, a supply of dust cloths sufficient to cover all leads he received from the advertisement.

More than 2,100 coupons were received in response to this single advertisement. Each dealer received a quantity of leads to follow up. Nearly every dealer who followed up the leads with personal canvass calls made cleaner sales and also sales of other appliances as a result of these coupons.

Dealers who followed up the leads by telephoning and inviting people who had requested the cloths to come to the store for a

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No amount of advertising
space in all the publications
can duplicate the close con-
tact offered you with over one
million selected prospects
who regularly read the only
magazine edited for farm
women exclusively.



THE
FARMER'S WIFE
WIFE PUBLISHING COMPANY SAINT PAUL, MINN.



personal demonstration made far fewer sales. Approximately 85 per cent of the dealers followed up each lead personally with a call at the home. Of all the people called upon by these dealers, not one refused the dealer admittance.

The results of this campaign by a distributor in co-operation with his dealer customers showed the company that 21 per cent of the people who mailed in the coupons actually bought G-E Cleaners. Approximately 25 per cent of the homes visited produced sales of other appliances in addition to vacuum cleaners.

Now that the plan has been tried and tested, the company intends to get as many dealers and distributors as possible to use the dust cloth locally—running coupons in their advertising, using dust cloths in their window displays, mentioning their dust cloth offers over the radio, on the backs of folders, mailing pieces, etc. Along this line the company has prepared a series of dealer advertisements with dust cloth coupons, a series of direct mail post cards and home demonstration certificates to be used as wedges for retail salesmen in getting into the home.

The merchandise department of the General Electric Company, through its dealer promotion activity, is co-ordinating dealers' sales efforts on many G-E appliances and is proving to dealers that sales can be made if the proper tools are used at the right time.

To Represent Bridgeport "Herald"

The Bridgeport, Conn., *Herald* has appointed Livingston and Macy & Klander, publishers' representatives, New York and Chicago, as its national advertising representatives.

Appoints Smith & Drum

Richard Paul, Inc., Los Angeles, has appointed Smith & Drum, advertising agency of that city, to direct the advertising of Peds, new shoe-high silk stockings. Newspapers and magazines will be used.

Buffalo Agency Files Petition

A voluntary bankruptcy petition has been filed by Hildreth, Jones, Ferry, Inc., operating a general advertising agency at Buffalo, N. Y. The schedule of liabilities and assets will be filed later.

To Handle Chicago Re-Employment Promotion

Basil Church, chairman of the promotion committee for the Chicago Campaign for the Re-Employment of Men and Money, has appointed the following committee to handle the various divisions of this work: Newspaper promotion, J. M. C. Pease, *Chicago Evening American*; radio, Chic Showerman, National Broadcasting Company, and Leonard Erickson, Columbia Broadcasting System; outdoor copy and space, Burr L. Robbins, General Outdoor Advertising Company; car cards and elevated advertising, M. B. Rowland, Chicago Elevated Advertising Company; motion picture promotion, W. K. Hollander, Balaban & Katz.

Joseph M. Kraus, advertising manager of A. Stein & Company and chairman of the Chicago Group of the Association of National Advertisers, has been appointed as liaison officer to work with the A. N. A. headquarters, the Chicago drive being affiliated with the national program in which the A. N. A. is taking a leading part. Lyman Forbes, National Retail Lumber Dealers Association, completes the committee personnel.

The Chicago office of Lord & Thomas and Logan, Inc., has been appointed to develop the central theme and prepare the advertising copy to be used in connection with the drive.

Appoints Reimers, Whitehill & Sherman

The advertising account of Ruby Ross Wood, New York, antiques and decoration, has been placed with Reimers, Whitehill & Sherman, Inc., advertising agency of that city. This agency also is directing the accounts of the Emerson Hat Company, Danbury, Conn., and the Commercial Factors Corporation, and W. A. McLaughlin, Inc., both of New York.

Death of W. W. Damon

W. Ward Damon, at one time prominent as a publishers' representative, died at Westport, Conn., on March 12 at the age of sixty-six. He had established one of the first newspaper special agencies representing Western newspapers in the East. A brother, Albert H. Damon, is a member of the advertising staff of the New York *Herald Tribune*.

Ziff for Congressman

William B. Ziff, head of the Chicago publishers' representative business bearing his name and publisher of *Popular Aviation* and *Practical Mechanics*, is a candidate for the Republican nomination for representative in Congress from the Second Congressional District of Illinois.

Join Los Angeles Agency

Jeanette Brooks and Hardesty Johnson have joined the staff of the Philip J. Meany Company, Los Angeles advertising agency.



Needlecraft takes its own medicine

Needlecraft uses its own pages to sell needlework patterns and merchandise.

How is it succeeding in these depression years?

In 1930 its sales were 31% ahead of 1929.

In 1931 its sales were 35.4% ahead of 1930.

Advertisers using keyed copy in Needlecraft report a steady and gratifying increase in number of inquiries.

You may draw your own conclusions. But in drawing them, remember that Needlecraft's new two year plan enables you to purchase space at impressively low rates.

NEEDLECRAFT

ARTHUR W. STOCKDALE, ADVERTISING
MANAGER, CHRYSLER BUILDING, NEW YORK

The Answer to a

O LORD, give me a man who understands the work I do—who knows that when I design a new truss for a steel frame and add strength to the chassis of a car, that that means safety . . . who can see the value of eliminating vibration in the motor, and who knows something about the values I build into cars and just doesn't look to see if the paint is shiny or if the car looks good."

Automobiles are built by engineers. They fight to find ideas that will build values that will outstrip competition. And they appeal to the public for business based on their ingenuity and skill. A lot of people don't care what's under the hood. Engineering features to them have got to be described with tricky advertising copy.

But think of this . . .

There is a group of men to whom values built into automobiles by engineers are things they crave to know about.

They understand the language and you don't have to fool them. *They're the Answer to the Engineer's Prayer.*

They are the readers of Popular Science Monthly—350,000 technically minded men—men who know what makes the wheels go 'round. Some are engineers . . . with others it's just a hobby, but they buy automobiles based on a conviction of worth. People who know this ask their opinion and they'll either boost a good car or kill a poor one just by word of mouth advertising. *And this year it is a good idea to have their vote.*

Several of the more progressive motor car manufacturers are getting it by telling about their engineering features with advertising in Popular Science Monthly.

to a Prayer



Trade Commission Issues Revised Grocery Practice Rules

Food Industry Accepts Standards as Amended Since January, 1929

THE Federal Trade Commission has just issued new trade practice conference rules of the national grocery industry. While the new rules follow in general outline those issued in January, 1929, several changes in wording and a few rearrangements have been made and accepted by the industry.

These rules were originally discussed at a trade practice conference held in Chicago in October, 1928. At this conference, attended by more than 700 persons, brokers, wholesalers, retailers and manufacturers were represented by associations. The only important group not participating was the chain group.

Approximately three months later the Federal Trade Commission brought out in completed form a series of trade practice rules based on the conference discussions and accepted by a large part of the industry. These rules, brought up to date, follow:

Group I

1. The secret payment or allowance of rebates, refunds, commissions, or unearned discounts, whether in the form of money or otherwise, or secretly extending to certain purchasers special services or privileges not extended to all purchasers under like terms and conditions, with the intent and with the effect of injuring a competitor and where the effect may be to substantially lessen competition or tend to create a monopoly or to unreasonably restrain trade, is an unfair trade practice.

2. Price discrimination in violation of Section 2 of the Clayton Act is an unfair trade practice.

3. The offering or giving of prizes, premiums or gifts in connection with the sale of grocery products, or as an inducement thereto, by any scheme which involves lottery, misrepresentation or fraud, is an unfair trade practice.

4. Commercial bribery is immoral and against the public interest and is an unfair trade practice.

5. The making, causing or permitting to be made, or publishing, of any false, untrue, misleading or deceptive statement by way of advertisement or otherwise, concerning the grade, quality, quantity, character, nature, origin, preparation or use of any grocery product is an unfair trade practice.

6. The use of deceptively slack-filled or deceptively shaped containers is an unfair trade practice.

7. Any joint trade action which purposes unlawfully to exclude any manufacturer, merchant or product from a market, or unlawfully to discriminate against any manufacturer, merchant or product in a market, whether by conspiracy, agreement, unjust and misleading propaganda for the purpose of influencing legislation, or other public action, is an unfair trade practice.

8. The selling of goods below cost for the purpose of injuring a competitor, and where the effect may be to substantially lessen competition, is an unfair trade practice.

Group II

A. (a) The industry approves the practice of each individual member of the industry independently publishing and circulating to the purchasing trade its own price lists.

(b) The industry approves the practice of making the terms of sale a part of all published price schedules.

B. Deceptive prices on certain temporary selected brands of advertised food specialties or staple merchandise, in order to influence consumers, create the false impression that competitors are exacting an unfair and unwarranted profit on all merchandise and is condemned by the industry.

C. The abuse of buying power to force uneconomic or unjust terms of sale upon sellers, and the abuse of selling power to force uneconomic or unjust terms of sale upon buyers, is condemned by the industry.

D. The practice of compelling the purchase of several, or a group of products, as a condition to the purchase of one or more of them, is condemned by the industry.

E. The failure by a wholesaler to fill orders accepted by him is condemned by the industry.

F. The failure by a retailer to accept the delivery of orders given by him is condemned by the industry.

G. The practice of certain jobbers of sniping drop-shipment business from the legitimate wholesaler, who serves a useful purpose in the grocery trade to the manufacturer, the retailer and the consumer, is condemned by the industry.

H. Violation by either party, buyer or seller, of the agreement between them as to the discount for cash, is condemned by the industry.

I. "Free deals" that affect injuriously wholesalers, retailers or consumers, are condemned by the industry.

J. The substitution by a wholesaler or a retailer of another product for the product ordered is condemned by the industry.

K. The industry recognizes as beneficial to the grocery trade the work of the duly qualified food broker, but condemns the practice of others than bona fide brokers acting in that capacity and receiving brokerage commissions.

L. A Committee on Trade Practices

is hereby created to co-operate with the Federal Trade Commission and to perform such acts as may be proper to put these rules into effect.

Although at the time the rules were originally adopted optimistic predictions concerning their expected success were made, the cold light of depression history indi-

cates that many factors in the industry are not whole-heartedly behind them. In presenting the current re-promulgation the Commission evidently intends to serve notice on the industry that it expects greater attention to the rules in the future than they have been receiving.

Business Requires Real Subsoil

"In business, as in gardening, top dressing isn't much good without some real subsoil," Mrs. Edna Woolman Chase, editor-in-chief of *Vogue* declared at a lecture-conference of the Fashion Group, held in co-operation with the Metropolitan Museum of Art, New York, last week.

"Fashion training that comes from that slowly cumulative process of gathering knowledge through actually working in a business is the most important," stated Mrs. Chase. "Fashion is a vital factor in hundreds of our greatest industries. The happy combination is fine taste and sound judgment."

Miss Margaret Case, fashion editor of *Vogue*, addressed the group on "How to Forecast the Mode." She described the ways to recognize a fashion, how to exploit it and showed examples of high lights in the current fashions.

Mrs. Mary Brooks Picken, fashion advisor, spoke on "How to Study Fashions" and traced with charts the influence on fashions of past wars and the present Chinese-Japanese conflict.

Form New Advertising and Printing Service

Associated Printers Agency, Inc., newly organized at Chicago, is authorized agent for six printing and lithography firms, two in Chicago and four in the immediate vicinity of that city.

E. R. Walker is president. Frank Stephenson is vice-president and treasurer. R. K. Russell and H. P. Bogle are also associated with the company. All four were formerly with R. R. Donnelley & Sons Company, Chicago. S. E. Walker is secretary. Offices are at 820 N. Michigan Avenue.

To Direct Two Glessner Accounts

The Glessner Company, Findlay, Ohio, has appointed Street & Finney, New York, to direct the advertising of its Turpo Electric Vaporizer and Keen Shaving Cream. Newspapers will be used.

New Account for Watson Agency

The advertising account of F. W. Dobe, Chicago, drafting school, has been placed with the Watson Advertising Agency, of that city.

Give People Copy They Can Read as They Run

"People want entertainment and they read as they run," according to Hawley Turner, of the Hearst Publications, Inc., who addressed the monthly meeting of the Technical Publicity Association held at New York last week. "If you don't give them in your advertising something they can get in a minute, and leave with them a definite impression as to what you are trying to get over, you are not going to be read by more than 2 per cent of the people to whom your advertising is addressed."

Mr. Turner outlined the use of picture-demonstrations in advertising and showed examples of an advertising campaign done in comic strip form. He pointed out that most advertising was ordinarily written in the first person, which builds resistance, and that it was based upon the law of taking away. By giving entertainment and performing a service, the speaker pointed out, the advertiser will receive greater attention and more interest.

Chambers Agency Executives Start New Business

Roger T. Stone, formerly secretary-treasurer of the Chambers Agency, Inc., New Orleans advertising agency, is president of a new advertising business formed at that city under the name of Stone, Stevens & Lill, with offices in the Whitney Bank Building.

Laurence H. Stevens is general manager of the new concern and Harborough I. Lill is a member of the firm. Both were with the Chambers Agency.

Coryell McKinney is secretary and treasurer of the new business and Margot Burvant, for a number of years space buyer of the Chambers Agency, is space buyer.

Virginia Newspapers Appoint Beckwith

The Newport News, Va., *Daily Press* and *Times-Herald* have appointed The Beckwith Special Agency, Inc., publishers' representative, as their national advertising representative. This appointment becomes effective April 8.

Krem-Ko Account to Gundlach

The Krem-Ko Company, Chicago, maker of chocolate drinks, has placed its advertising account with the Gundlach Advertising Company, of that city.

JANTZEN

KEEP TIGHT - KEEP FIT - SWIM!

Only a Jantzen fits so perfectly

Step into a Jantzen

THE SUNBATHER - THE SPEEDSTER

SOME OF THE SALES-BUILDING JANTZEN ADVERTISEMENTS

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Uses advertising

Jantzen Knitting Mills changed bathing suits to swimming suits and during the transition built an international industry out of a small Oregon concern. Another success in which advertising played an important part. Yet Jantzen advertising could not have been effective without the style and quality of Jantzen products to back it up. And, Jantzen quality is what it is because Jantzen mills are managed, equipped and operated along modern lines.

*Men who use advertising themselves
are alert to YOUR advertising...*

It's not stretching the imagination to say that the machinery and equipment man made it possible for textile men to exercise their merchandising talents. He made the initial investment in research and engineering that makes possible the economical operation of mills. Has he been so busy in his laboratory that he has overlooked the use of strong advertising when it comes to selling to mills?

Just as Jantzen has created the desire for swimming suits the machinery man can create the desire for modern economies in mill operation. No one has a monopoly on the

effectiveness of advertising. It has been tested time and again by your customers in various branches of the textile industry. Anybody who has a product that fills a present-day need can use advertising to build sales.

In the concentrated textile field advertising can do more than build sales. It can, through the simple procedure of concentrating on the best prospects, increase net profits. Wasteful advertising calls are reduced to the lowest possible point. Give your customer's prescription the same fair trial he has given it—in the publication that he reads consistently.

TEXTILE WORLD is an effective advertising medium for machinery, equipment and raw materials because it is edited in a way that makes the users of these products want to read it. . . . Textile World is an economical advertising medium because its circulation is restricted to a single industry and to the men in that industry who have a recommending or deciding voice. . . . Textile World is an all-covering advertising medium because its editors present the economics, the news and the technical achievements of *all* branches of textile manufacturing in *all* sections of the country.

Textile World MCGRAW-HILL
BUILDING
NEW YORK

10 Cents a Sleeve—5 Cents a Button

Woolworth Hasn't Gone That Far Yet, but Its Present Pricing Plan Is Being Carried to Extremes

By Andrew M. Howe

THE old 5- and 10-cent prices of the Woolworth stores kept manufacturers of higher priced items away from this chain's buying offices for some time. The time came, however, when Woolworth started buying items which ordinarily would retail for more than 10 cents but which it was willing to sell for this price either at a loss or no profit. Store managers were allowed a certain percentage of their sales for these high-cost merchandise items. It was considered to be an advertising allowance.

This naturally opened the way for many products but the number of items used as leaders was limited. Then a few smart manufacturers started selling higher priced items to Woolworth which could be taken apart and the individual pieces priced at 10 cents each. So once again the field was broadened and a few more manufacturers were able to sell this large outlet.

Egg Beaters and Percolators

In this latter group of products were such items as an egg beater: Bowl, 10 cents; beater, 10 cents; cover, 10 cents. The beater could be separated from the cover by removing two screws and any customer who insisted on the stores living up to their slogan, "Nothing Over 10 Cents," could buy one part for 10 cents. Likewise, a percolator would be sold for 10 cents for each item and the customers were permitted to buy the parts separately. For a long time Woolworth was careful to sell only items which could be taken apart and the individual parts sold for 5 or 10 cents each.

Coincident with the announcement* that approximately 100

Woolworth stores would start carrying 20-cent items, a number of the stores started carrying merchandise which not only falls in the 20-cent classification but sells for a much higher price.

These items are priced at 5 or 10 cents a unit but the individual units are either worthless when purchased by themselves or the complete article is made unsalable if one unit is sold.

For example, a large beach robe with vari-colored stripes is being offered at 10 cents a quarter yard. The robe itself is two yards long, and the sales girl in the Fifth Avenue and 35th Street store where I saw this item on display was rather indignant when asked if she would cut it into quarter-yard pieces at 10 cents a piece. Curtains are also being sold, all made up, at 10 cents a yard. One pair of curtains which was being offered this way contained four and one-half yards and the sales girl refused to sell one yard. I am told that these curtain units go as high as \$1 a pair for the better quality ones.

By refusing to sell me 10 cents worth of a made-up curtain, Woolworth apparently was failing to live up to its much publicized slogan. When questioned on this point an officer of the company replied that the store managers must live up to the slogan.

Refusal—Insistence

Once more I asked the sales girl to sell me 10 cents worth of a made-up curtain priced at 10 cents a yard. She refused. When I insisted, one of the assistant store managers was called. Reluctantly he instructed the girl to cut one yard off of the curtain.

Technically this store was living up to its slogan, but it is obvious that Woolworth is splitting hairs when it displays signs stating

*See PRINTERS' INK, February 25, 1932, "Woolworth Goes to 20 Cents."

"Nothing Over 10 Cents." There are plenty of items in the stores which sell for more than 10 cents. Although the company denies it, it is quite likely that the stores carrying the 20-cent classification will soon be offering items at 20 cents a yard or a unit and the final cost of the product will be well over \$1.

It can be said that Woolworth has definitely left the 5- and 10-cent store class.

New Merchandise Being Pushed

Some of the high total cost items, such as curtains, are being used as feature items as a part of a new Woolworth policy adopted a few weeks ago. Every store is following the practice of pushing new merchandise. The managers have been instructed to hold open a certain part of their space for new items. Special displays and special windows are put in for a new item and it is pushed hard until sales start to drop. Then it is allotted a more modest space in the store and another new item is pushed to the front. The buying offices, I understand, are hot on the trail of new items that have never been carried in the stores before.

This new policy came about, so the story goes, from a condition that existed in the New York metropolitan district. In the month of January only two stores in this district showed any appreciable gains in sales. In searching for the cause it was found that the managers of these stores had been following the practice of ordering brand new items and featuring them. The plan was tried out in the rest of the stores in this district and now has been adopted for the entire country.

As an illustration of how these new items are picked up by the Woolworth customers, take the sale of linen in one store. This store featured linen one week and sold thirty gross. The second week's sales of linen dropped to one-half.

Another new item that was recently featured in one store in New York was a device to keep

telephone and electric iron wires straight. The sales of this item in this store amounted to \$725 in one week. But sales averaged \$36 a day for the first five days of the second week.

The success of this new merchandise idea is evidence that the same customers are trading in the Woolworth stores almost every week. If new customers were coming in, sales would not drop off so suddenly on these new items. The company believes that it is getting a large percentage of its logical customers and that those that do not enter Woolworth stores are either those with small or decreased incomes or the other extreme, people who prefer to trade at better-class establishments. The company knows from experience what it can sell to these regular customers but in order to increase its sales it feels that it must bring in new merchandise to sell to the same people.

Apparently Woolworth does not believe it can draw more people into the stores. There are many occasional customers of Woolworth and many more who never go into the stores who probably would do so if they were aware of the type and quality of merchandise obtainable for low prices.

Advertising Would Seem Logical

The only logical way to reach people who are not now Woolworth customers, so it would seem, is through advertising. Probably only a small percentage of the men who buy tools realize the wide variety of merchandise obtainable in this department of the stores. This applies to many other departments and Woolworth undoubtedly is losing considerable business by depending upon its window displays and word-of-mouth advertising to attract new customers.

It is not anticipated that the new 20-cent classification will draw many new customers to the stores. It is expected, rather, that the wider variety of goods available will increase the size of the individual purchase.

Many of the items consisting of

two parts, sold in the other stores at 10 cents for each part, are priced at 20 cents in the stores that are now carrying 20-cent merchandise. Garters, formerly 10 cents each, are now 20 cents a pair; women's belts, formerly 10 cents each for the belt and buckle, are now sold as one unit; playing cards which were 10 cents a pack and 10 cents for tax are now 20 cents, etc.

There are practically no nationally advertised, trade-marked items being offered in the new 20-cent classification. I visited one of the new price class stores in Elizabeth, N. J., last week and was able to find only three really well-known names among the 20-cent goods. These were Cannon towels, Edison Mazda lamps and Rubberset paint brushes. The towels were probably the same ones that had been sold previously at 10 cents but which were sold at a loss as leaders. Undoubtedly many of the items which store managers have carried in the past at a loss at the old prices will be priced at a profit. (See "Just a Few Towels," which appeared in *PRINTERS' INK*, January 21 1932).

A few items are priced at 15 cents—cookies and candy 15 cents a pound; a pair of men's rayon and mercerized socks.

Among the 20-cent items are: Women's purses, bloomers, children's sweaters, men's caps, dry cell batteries, floor mops, whisk brooms, colored handle knives and forks, crockery and glassware, kitchen cutlery, skillets, enamelware, paint brushes, paint, hack saws, coffee cake, and a one pound box of candy.

Shortly after Woolworth announced that it would sell 20-cent items in its stores, the number of salesmen visiting the buying offices of the company jumped to close to 400 a day. Most of these salesmen undoubtedly believe that Woolworth sells at arbitrary 5-, 10- and now 20-cent prices. Many an item which could be sold in the stores under the new policy of so much per unit are not being offered.

This chain has long been selling pairs of stockings at 10 cents a stocking. It may not be long be-

fore it will be selling shirts at 10 cents for each sleeve, 10 cents for the collar, 5 cents for each button, 10 cents for the tails and 10 cents for the rest of the garment.

It will be interesting to observe how long the stores persist in displaying the theoretically correct sign, "Nothing Over 10 Cents." It isn't likely that when all of the stores are put on the new 20-cent classification plan that a similar sign, "Nothing Over 20 Cents," will be displayed. 1

Fighting the Heirloom Habit

Habits, which the psychologists tell us are easily acquired by homo sapiens, do not always work for the betterment of business. Take, for instance, a man's habit of retaining tenaciously his last razor blade regardless of its condition, and forgetting to replenish his depleted supply. As the Gillette Razor Blade Company puts it in a recent advertisement covering this subject, "That last blade becomes an heirloom."

A Gillette advertisement, addressed to the trade, urges dealers to guard their customers and themselves against this costly forgetfulness by pushing full-sized packages of ten blades. "When a man gets down to his last blade," explains the advertisement, "he hangs on to it for days and weeks—because he forgets to buy a new one." With the package of ten blades, of course, the opportunity for forgetfulness occurs less often. Likewise the opportunity for dealers to sell larger units occurs more often.

L. B. McCammon Elected by Marathon Oil

L. B. McCammon, has been elected vice-president in charge of sales and refining of the Marathon Oil Company. H. J. Scott will continue as vice-president and general manager of sales. Mr. McCammon was formerly vice-president in charge of sales and refining of the Transcontinental Oil Company.

Made Vice-President, Advertisers' Mailing Service

Miss Elizabeth Joyce, owner and manager of The Joyce Letter Shops, Boston, has been elected vice-president of The Advertisers' Mailing Service, Inc., New York. She will continue to operate the Boston company, devoting half of her time to her New York headquarters.

With Polk & Company

J. W. O'Meara, recently with the Dealer Advertising Corporation, Detroit, has joined R. L. Polk & Company, of that city, as assistant general sales manager of the direct-mail division. He at one time directed sales of the Electrograph Company, Detroit.

TYPOGRAPHY THAT SETS UP AN IDEAL



It is important to know whether or not your advertising typographer is skillful, competent. If he is a member of the A. T. A., you can be sure he is an able typographer, an unprejudiced counselor. His equipment is of the best. He will suggest attractive type faces that invite reading; those that tell facts, fast. And, above all, his product will be sold to you at fair and square prices.

Advertising Typographers of America

★Members are located in Boston, Chicago, Dallas, Denver, Detroit, Indianapolis, New York, Philadelphia, Pittsburgh and Toronto, Can., with National Headquarters at 461 Eighth Avenue in New York City

Space Buyers Are Space Sellers

They, Too, Must Sell Individuals in Agency and Client Organizations

PUBLICATION space salesmen, through their calls upon and correspondence with space buyers, too quickly overlook one prime essential in the selling of space—that is the all-evident fact that space buyers are space sellers as well. The term "space buyer" may serve its purpose in the direct relation between space buyer and space salesman.

From that point on, the space buyer becomes space salesman. He makes his recommendations which he has to back up with data to justify his selections. How well he states his case and how well he meets objections depends upon how thoroughly publications have presented their stories so that these may be brought before all the individuals who have a voice in the selection of media.

The foregoing paragraphs sum up an opinion stressed at the last meeting of the Dotted Line Club of New York by Sidney W. Dean, Jr., manager of the trade and technical department of the J. Walter Thompson Company. He was called upon to address the gathering largely because of the recent growth of his department in scope of activity and record of billings. To illustrate the relationship between the various individuals who participate in the complex nature of space buying influence, he presented a tabulated breakdown of the relative importance of these factors.

For the two media groups, industrial and trade, the chart rated the relative influence of individuals in the organizations of the advertiser and the agency, in determining markets and selecting media. These percentage breakdowns were allotted, in the client's organization, to sales manager, divisional sales

manager and advertising manager; in the agency to account executive, copy writer, marketing director and space buyer.

Publications, therefore, must get their story over to all these individuals and this can't be done by hot-air talks shot at the space buyer. Space salesmen must stick to facts. By simultaneously presenting the gist of fact material in written form, Mr. Dean said, a reading by the interested contact, copy and research factors is practically assured. This also insures that the story is still available and productive in case of postponement, when timely personal contact is difficult to maintain.

In his department, Mr. Dean explained, all direct mail carrying facts which appear to be a significant addition to, or interpretation of market or media situations is read, routed and filed. The remaining 80 per cent, made up of what was described as "trick-stuff," reminders, duplicated material, or data of only transient interest is not kept. Files, which are kept and constantly consulted, include all data affecting the value of the individual publications as an advertising medium.

Questioned on the matter of space salesman's contact with client, Mr. Dean expressed the opinion that, regardless of the channels of communication set-up, a salesman would be doing only a part of his job by confining his calls to either the agency or the client. If, however, for the sake of efficiency, oral presentations are confined by common consent to one man in the office of the agency or advertiser, the publisher obviously has even a larger job to be done by letter, direct mail and by business paper and other advertising.

Appoints Boston Agency

The F. S. Pitts Company, New England distributor of Majestic refrigerators, has appointed Badger and Brown, Inc., Boston, to direct its advertising account.

Has Coffee Account

The S. S. Pierce Company, Boston, grocer and importer, has appointed Harold Cabot & Company, Inc., of that city, to direct the advertising of its Café des Invalides.

THE World-Herald published nearly **62%** of all food advertising printed in Omaha during the first two months of 1932. The totals:

Omaha Food Advertising

WORLD-HERALD - 186,851

LINES

BEE-NEWS - - 115,563

LINES

All Advertising: World-Herald, 1,723,862 lines; Bee-News, 1,022,742 lines

World-Herald February paid circulation increased 1,427 daily and 1,215 Sunday over January. Circulation in Omaha equals 96% of the number of the city's families, to wit:

World-Heralds Sold Daily

in Omaha - - - - 52,450

Families Living in Omaha 54,845

Over 80% of the Omaha circulation is delivered to the home by carrier.

The World-Herald can do any advertising job in Omaha ALONE!

February Paid Circulation

Daily 120,449 Sunday 117,848

National Representatives: - OMARA & ORMSBEE, Inc.



Think what 50,000 watts can do for you in the Mid-West!

With such tremendous power WLW thoroughly and completely covers the rich Mid-West section of the country. In conjunction with its power, consider its strategic location—"Near the Center of Population." WLW knows no physical or geographical boundaries.

This set-up—POWER and LOCATION—enables WLW to place your advertising message before an unusually large and appreciative audience. For details, send for our free 48-page brochure.



Near the Center
of the Dial

Near the Center
of Population



More than 20,000 letters
were received at WLW
in one day on a single
children's broadcast.
What proof of the
popularity and effective-
ness of WLW!

THE CROSLY RADIO CORPORATION

Powel Crosley, Jr., President

CINCINNATI



Merchants in the Making

A Direct-Mail Educational Plan Which Is Teaching Dealers Where and How to Sell Intensively

By D. M. Hubbard

IN recent months a noticeable degree of studied unselfishness has come to characterize the U. S. Gypsum Company's dealer policies. It is influencing the company's advertising conspicuously today. Customers and prospects are finding it mirrored more and more often in what salesmen say and do.

This unselfish attitude—and it may fairly be called that—frequently leads the company to put the dealer's welfare above its own.

Now there is just one reason for that method of operating. It pays. It gets customers and holds them. The U. S. Gypsum management knows that prosperous building-material dealers must be the backbone of what prosperity the company hopes to achieve. The management, too, is committed to the viewpoint that no matter how greatly markets and marketing conditions change, demanding new sales and advertising tactics, the reputation for being interested in the retail dealer and unselfishness in relations with him will always be an asset.

Not Altruism—but Good Sense

Every manufacturer realizes, of course, that his markets, whether they are composed of retailers or consumers, cannot buy regularly and in profitable volume unless they are making money. For that reason a sales policy that focuses on showing the purchaser how to earn all he is capable of earning may not be regarded as pure altruism. It is just good business judgment.

There was never a stronger belief than exists now in the minds of the company's management that unselfish effort on the dealer's behalf will yield an inevitable profit. As evidence of that faith one may point to the company's present campaign. This began a couple of months ago and is now gather-

ing real momentum with the appearance of consumer advertising.

In the past dealer helps played a very large part in the company's direct advertising. Folders, instruction booklets, newspaper electros, signs, and similar promotion pieces were distributed with unusual liberality. A large amount of effort was exerted to help the dealer sell coal, lumber, paints and other items that are not a part of the company's line.

Backing an Idea

This year the company is putting its energies back of an idea. The idea, briefly, is this: Building-material dealers need (1) a definite plan that will create an opportunity for them to sell and serve every prospect in their communities and (2) a definite selling technique that will make it just as easy as possible for the prospect to buy once he has been located.

Here is how the program to attain these objectives is working out: On January 25 the U. S. Gypsum's advertising department mailed a credit memorandum to every one of the company's dealers. This was a teaser telling the dealer only that a few days later he would receive an analysis of his 1932 problem.

The idea of using one of the company's regular credit memorandum forms is more or less obvious. The analysis promised was a rather expensive piece of material. The company wanted the dealer to anticipate it with some eagerness which meant that the announcement of it had to be noticed.

E. M. Oren, advertising manager of U. S. Gypsum, tells PRINTERS' INK that the company's experience indicates definitely that it pays to precede the mailing of any costly piece of direct advertising with just as ingenious a teaser as

can be devised for the purpose.

Five days after the dealer received the credit memorandum the 1932 analysis was delivered to him. This is a large and impressive piece of promotion matter, 11 by 14 inches in size, and containing 24 pages. Running through this hastily, the dealer who expected to find it an advertisement for U. S. Gypsum materials discovered that it had an entirely different theme and was so pertinent to his interest as a business man that he had to give it a careful study.

The analysis talked about three classes of prospects: 1, Those who come into the retailer's office regularly; 2, those who pass his place of business occasionally and 3, those people who live in the dealer's community but neither come into his place of business nor pass it.

What the Analysis Contained

The analysis described in detail just how each of these classes could and should be approached and sold. It talked about the kinds of merchandise the building-material dealer stocks that are most salable and the places where the dealer could expect to make sales.

It offered suggestions for finding out where repair and remodeling jobs are needed and how the cost of these jobs may be handled on a deferred payment basis. Then, and only then, the analysis pictured some of the U. S. Gypsum displays, mailing pieces and newspaper electros that the company makes available to its dealers.

On the inside back cover of this analysis a postcard was tipped in for the convenience of the dealer who wanted further information. The company received a 7 per cent return of these cards.

About the middle of February another mailing piece went out to every dealer who had requested more information and to a selected list of other dealers, whether or not they had returned the postcard just mentioned. This mailing piece was a 16-page booklet entitled "The Home Inspection Service."

There is not a word about the company's products in this booklet.

It simply describes in complete detail exactly how a dealer can learn systematically where the market is in his community for the materials needed in remodeling, improving and repairing homes. It tells him how to go about making appointments to inspect homes from roof to cellar, how the inspection should be made, how the results of the inspection should be presented to the home owner and how to sell the materials that the inspection discloses are needed.

With the booklet a broadside was enclosed announcing the opening page of the consumer advertising campaign.

Two weeks later a booklet on "Financing Repair Work and Remodeling" was mailed to the dealer list. Physically it is closely related to the one on home inspection service. It reflects in typography and layout an atmosphere not commonly associated with direct advertising sent to the building-material dealer. Once again there is no mention of U. S. Gypsum products.

The booklet describes five finance plans that a dealer can use to help the customer pay for his remodeling over a period of time and illustrates all the forms necessary when the dealer handles this financing himself in co-operation with a local bank.

Dealer Tie-Up Urged

Just a few days ago the first advertisement, designed to sell the home remodeling idea to consumers, appeared in one of the large national weeklies. This carried a coupon by means of which interested readers may obtain detailed information concerning the home inspection service already mentioned. Naturally all dealers have been urged to tie-up with the consumer advertising which does not attempt to sell any type or brand of materials. It is being published wholly in the interests of dealers who will render the home inspection service it describes. The leads it produces in the form of coupons returned will be turned over to these dealers.

"The condition that we are working to bring about," says Mr. Oren,

Increasing Its Dominance

The prestige of The Farm Journal among modern farm people and its exceptional "fitness" to their needs and desires is again proved by circulation returns.

A gain of 69,000 was scored in R. F. D. circulation during 1931—the greatest ever made. The R. F. D. leadership over other publications increased from 235,000 to 350,000.

Now The Farm Journal has 47% more of this verified country circulation than the second publication; 56% more than the third. Not in years has any large publication so far outclassed all others in its field.

✦ ✦ ✦

In this period still more of our circulation has been located in sections of highest farm buying power. Here The Farm Journal has better than one subscriber to every two farms.

✦ ✦ ✦

Because of farmers' preference, and the selective and concentrated farm circulation of The Farm Journal, each dollar spent by advertisers will bring greater returns from farmers if placed in The Farm Journal than in any other publication.

The ^{NATIONAL} Farm Journal

Philadelphia — New York — Chicago — Detroit

Dominant on Farms — Covers Richest Sections — Greatest Pulling Power

R. F. D.
Circulation



The dotted lines mark the R. F. D. circulations in December, 1930. The space above and below these lines shows gain or loss during 1931.

"is one where the man whose home really needs repairing or remodeling now and the dealer who can sell him the materials needed can get together with a minimum of difficulty and delay. Retailing in our field has usually meant a customer going to a dealer or, in rare cases, a dealer making an effort to go to the customer.

"We want, through our consumer advertising and our direct advertising to dealers, to make the dealer see that he can profit by not sitting back and waiting for the customer to come to him. We want the dealer to do everything within his ability that will make it easy for the prospect to buy.

The Dealer Has Been Criticized

"Much of a critical nature has been said and written about the building-material dealer. Some advertising men believe he won't respond to ideas. Occasionally salesmen come in from their territories and argue that he will never get anywhere until he takes his feet off the desk, crawls out of his swivel chair and learns to get out and hustle.

"Our experience at the U. S. Gypsum Company indicates that most of our dealers are first rate business men. Many of them own businesses that represent a sizable investment. If in former years they have not become merchants in the sense that the best grocers, department store owners and hardware dealers have been merchants, it is due to the fact that they have supplied a healthy demand that existed independently of them.

"While the population of the country was growing steadily and with some rapidity, they did not have to exert any particular amount of promotional effort. Since our population growth has been retarded and since population shifts have tended to disappear, they have learned that it is now necessary to put forth some intensive effort to maintain their markets. We believe that they have begun to make definite progress.

"In other words, we know that success in retailing is earned by displaying goods, by salesmanship

that gives the prospect convincing reasons for buying and by reaching out into the community and bringing people to the place of business. The average dealer in our field is not located in a shopping center. Usually he finds himself well out of the retail shopping area and located near the railroad tracks.

"He is pretty well sold now on the idea that he needs and wants to be a merchant, but so many royal roads to merchandising are being pointed out to him, that he is confused. What we are trying to do is to talk sanely and to a certain degree unselfishly to him about the steps he can take that will help him make more money. We don't aim at the job of re-making him.

"As I have already said, most of the dealers are good business men. They are shrewd traders. They know construction and construction materials. If they don't meet the high standards as merchants that some other retailers have attained it is because circumstances in the past did not make that necessary.

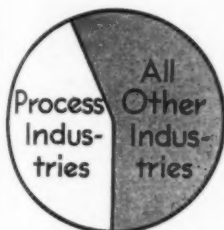
"Our job as advertisers, it seems to us, is neither complicated nor particularly difficult. It is a big job and one that calls for rare common sense. Specifically it is to help the building-materials dealer develop into a better merchant and to tell him what our experience dictates he can profitably do. We are committed to that aim in our promotional work, regardless of the sale of our products.

"For a long time our policy has been that if we can really help the dealer, we shall be pretty certain of getting our share of his business. That plan has succeeded in the past. We are confident that in times like the present it will succeed to a greater degree than ever. Worth-while things are always accomplished when they are needed most."

Appoints S. S. Koppe

The Nassau Guardian, Nassau, Bahamas, has appointed S. S. Koppe & Company, Inc., international publishers' representative, as its advertising representative in the United States and England.

Nearly Half of Industry's Fuel and Energy Bill!



The Process Industries pay 43.5% of Industry's entire fuel and energy bill. The source, generation and use of *heat* are of major importance. Production costs dictate definite specifications—that must be met. New fuels increase the importance of selection. Chemical engineers are revaluating their b.t.u. requirements.

That "Process Fuels and Heat Technology" form the principal theme of the April Issue (making it a veritable handbook of immediately usable information) is a typical example of why "Chem & Met" holds the continuous interest of active, influential chemical engineers throughout the Process Industries. Its editorial purpose is to help the chemical engineer solve daily production problems by supplying needed data *at the time it is of greatest value to him!*

Here then is a medium that offers intimate contact *now* with the most important buying factors in this active market.

TOTAL COST OF FUEL and purchased Electric ENERGY—U. S. Census of Manufactures

Process Industries
\$879,535,657

All Industries
\$1,973,863,329

★

PERCENTAGES *used by PROCESS INDUSTRIES

Anthracite	41.5
Bituminous	67.1
Coke	7.0
Fuel Oils	61.0
Gasoline & Kerosene	10.1
Natural Gas	66.5
Manufactured Gas .	24.0
Par. Elec. Energy .	39.2

*of total quantity used by all industry in each case

Chemical & Metallurgical ABC Engineering ABP

McGRAW-HILL PUBLISHING COMPANY, Inc., 350 WEST 42nd ST., NEW YORK

GOOD COPY

will help any
sound business.

Uncle Henry
Wilson used to
say, "If I owned
a business which
could not adver-
tise, I would
advertise the
business for
sale."

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 Madison Ave.
New York City**

Advertisers and Commodity Prices

(Continued from page 6)

conclusively that even though management was calling attention at the start of 1930 to its low inventories, it has still further decreased them during the last two years. There comes a time, of course, in any period of deflation when it ceases to be a virtue to talk about low inventories and the stockholders later wonder why management didn't step in and purchase requirements before prices went up. When or how soon that time comes is any one's guess. Yet there is sufficient indication to prove in many lines that such a buying movement has started.

In addition to those companies mentioned before, many, such as the American Chic Company as well as Lambert, show either very little change from last year or an actual increase in inventory, as in the case of the Lambert Company.

According to Standard Statistics, the aggregate inventory in spite of a few exceptions such as this, showed a decline of 21 per cent at the end of 1931 from the year previous, a time when inventories were being greatly reduced from the former year's level.

Hershey Chocolate Corporation is another large concern which, like Gold Dust, seems to feel that now is the time to invest in raw materials at low prices. This company's 1931 balance sheet shows an increase over 1930 in inventories at "lower of cost or market" of \$1,451,455.

Principal raw materials in this case are sugar and cocoa. Sugar prices are at their almost irreducible minimum and cocoa has been mentioned by experts as "enjoying one of the best statistical positions in the food group."

The buying movement in commodities is starting and is going to grow not because it is a patriotic move, because the Government wants it, or for any general reason.

Manufacturers like other people act from selfish motives. There

Mar. 17, 1933
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J. L. L.

Joseph
president
Victor C
tive staff
Company

Join

Edward
and Gold
agency,
promotion
zines, of

comes a time where a further reduction in price will not induce the sale of a single additional unit. As a reduction now in Coca-Cola to four cents would give it very little if any extra volume, the same thing holds true in a measure and within limits in the case of many other manufacturers who advertise. The appeal of price-only finds the consumer very numb in many lines now.

Now that commodity prices have probably reached that "irreducible" level, it seems good business to many a manufacturer to cover for at least half his requirements, six to twelve months ahead, and invest in more advertising now.

He can certainly turn over these materials at present levels, and when resumption of demand comes, helped along by advertising, he is sitting pretty.

Now "National Butter and Cheese Journal"

The *National Butter and Cheese Journal* is the name of a new semi-monthly publication that is now being published by the Olsen Publishing Company, Milwaukee. This publication will supplant the *National Butter Journal*, *Concentrated Milk Industries* and the *National Cheese Journal*, all of which have been discontinued.

Death of E. B. Knight

Emerson B. Knight, formerly of Emerson B. Knight, Inc., Indianapolis, and, most recently, head of the consumer research division of R. L. Polk and Company, Detroit, publisher of city directories, died last week. He was at one time director of the consumers' research bureau of the *Detroit Times*.

New Accounts to Lyman Irish

The James Van Dyck Company, Brooklyn, N. Y., and James & Kirtland, Inc., and H. B. Cushman, both of New York, have appointed Lyman Irish & Company, Inc., New York, to direct their advertising accounts.

J. L. Ray with Singer Sewing

Joseph L. Ray, who has been vice-president in charge of sales of the RCA Victor Company, has joined the executive staff of the Singer Sewing Machine Company, New York.

Joins Modern Magazines

Edward Horn, formerly with Myers and Golden, Inc., New York advertising agency, has been appointed assistant promotion manager of Modern Magazines, of that city.

"PUNCH'S" PRESTIGE

PRESTIGE is a common word in advertising currency, but it stands for something hard to win and jealously to be guarded in business practice. The dictionary defines it as "influence arising from reputation." It is another name for the goodwill of the Advertiser who has built his product into the consciousness of the buying public. Indiscriminate weight of advertising alone cannot confer it. It develops slowly but certainly around the advertising which pursues a clear unswerving policy, which aims at the intelligent part of a widespread community, and which is found in company the world has learned to respect. In fulfilling the two last-named conditions "PUNCH" is of paramount importance to the Advertiser who is building up prestige. Firstly, because "PUNCH" circulates primarily amongst that section of the public that moulds the buying habits of the rest. Secondly, because throughout the English-speaking world "PUNCH" is believed in with a long-established faith that extends to everything between its famous covers. Directly the advertising of your merchandise appears in "PUNCH," that merchandise begins to gather to itself prestige, to earn goodwill and confidence that are the finest of all bulwarks against trade vicissitude, and the greatest of all forces for trade expansion. Can you afford NOT to use the tremendous and growing power of "PUNCH"?

MARION JEAN LYON

Advertisement Manager, "PUNCH"

10 BOUVERIE ST., LONDON, E.C.4
ENGLAND

General Electric Asks Agency Commission

Wants the 15 Per Cent on All Advertising Prepared without Agency Help

"IN these days it is vital that we secure the lowest rate you are billing anybody for space in your publication," writes the General Electric Company in letters which business paper publishers have received recently together with contracts for space. "You will notice," reads the letter, which is signed by Fred R. Davis, advertising engineer, "we have included a 15 per cent discount from the gross rates as earned, to be used in billing against any orders received by you direct from us without agency service."

This request adds fresh discussion to the subject of agency commissions as the commission system concerns business-paper advertising. It follows closely in the wake of the request by the technical publicity department of the Union Carbide Company asking publishers to sign a new contract in which it was stated that the department was acting as an advertising agency. Shortly after making this request, the company recalled its contracts and issued in their place contracts at publishers' regular rates, in effect refusing to accept the agency commission for which it had asked.

Not a Question of "Agency Commission"

The move by General Electric makes no attempt to classify the technical advertising department at Schenectady as an advertising agency. Mr. Davis, when communicated with by PRINTERS' INK, explained the reason for this decision as follows: "We do not see that the commission margin allowed by publishers to agencies is helping us a bit. It is something we pay for in the rate and have been paying for years. The question is not one of agency commission, in this particular phase of our advertising activities, because no agency is involved."

If and when any of its business-paper advertising is handled by an agency, the company, according to Mr. Davis, will expect the agency to be billed at the publishers' regular rates. In brief, the company takes the stand that it is a direct buyer and should have the benefit of the lowest rates available, namely the card rate less 15 per cent as billed to agencies. It is felt that this is a matter which concerns the company and publishers alone and that it is a move which should excite no more comment than if the company were to take up a question of position with a publisher.

How the Publishers Feel

Publishers feel differently in the matter. One has returned the contract and others inform PRINTERS' INK that the General Electric request will not be acceptable.

When the Union Carbide case first came up, the agency relations committee of the Associated Business Papers, Inc., took steps to formulate rules to guide members in the matter of agency recognition. A set of rules was formulated. These have been approved by the committee in principle and have been recommended to member publishers for adoption.

Meanwhile, the McGraw-Hill Publishing Company, an A. B. P. member, in a statement issued by Edgar Kobak, vice-president and general sales manager, has announced its rules, which became effective March 1, as follows:

1. We require that any advertising agency desiring recognition furnish our company sufficient information of its financial condition to satisfy our credit requirements.
2. We require that the agency shall be independent and in a position properly to serve its clients and our company without bias.
3. We require that the agency must be free from ownership, either direct or indirect, by either client or publisher.

Yes, Mr. Advertiser

Our 30th Anniversary offers YOU

Cause for Celebration

IN the April, 30th Anniversary issue of Popular Mechanics, 52 leaders of America reveal "behind the scenes" facts about a new era of prosperity, definitely coming. These men have such a high regard for the audience Popular Mechanics reaches as to allow this magazine to serve as a vehicle for their views. The result is a frank and far-sighted revelation of definite developments today taking place, in science, research, commerce, education and the other basic fields—with their relation to national conditions.

Such a message is certain to interest men in every walk of life throughout this country. It will strike home to a rich market of concentrated purchasing power. It will loosen the purse

strings of Popular Mechanics readers—make them more than ever willing to buy. What better time for *you* to place Popular Mechanics first on your list—and get the profit-benefit of a circulation that is waste-free, the "cream" of the buying class.

Because it has so ably reflected this modern age of progress during the past thirty years, Popular Mechanics has built up and retained a circulation of over half a million—100% voluntary, 100% man audience. Since you can't cover the "man market" economically *without* Popular Mechanics, why not make the move *now* when this compact "man circulation" is peculiarly receptive—at the prevailing low rate, the lowest per page per thousand.

POPULAR MECHANICS

MAGAZINE

CHICAGO
Popular Mechanics
Building

NEW YORK
Empire State
Building

DETROIT
General Motors
Building

BOSTON
35 Newbury St.

4. We require that the agency retain the full commission, or its equivalent, paid by our company and furnish us, upon request, satisfactory evidence that this has been done.

The company retains the right to withdraw recognition at any time when any of the above principles are violated. Only those agencies meeting the requirements will be entitled to recognition. Requirements 2, 3 and 4 do not refer to those of the company's publications which do not grant agency commissions.

Changes in Hearst Pacific Coast Papers

The Los Angeles *Examiner*, the San Francisco *Examiner* and the Seattle *Post-Intelligencer*, Hearst Pacific Coast morning newspapers, are now being represented throughout the country by The W. W. Chew Organization, publishers' representative, which has also taken over the national advertising departments of the three papers. The Chew company formerly represented these papers in the New York territory.

W. E. Peters, of the New York office of the Chew company, and, at one time advertising director of the Seattle *Post-Intelligencer*, has been named San Francisco manager, with offices in the Hearst Building. W. J. Daly, formerly national advertising manager of the San Francisco *Examiner*, will be associate manager.

M. L. Applegate, formerly national advertising manager of the Seattle *Post-Intelligencer*, becomes Seattle manager of the Chew organization. T. C. Hoffmeyer, national advertising manager of the Los Angeles *Examiner*, becomes manager of the Chew company at that city, with offices at 430 Chamber of Commerce Building.

Death of B. H. Canfield

Byron H. Canfield, chairman of the board of the Scripps-Canfield Newspapers died on March 11 at Los Angeles. He was fifty-two years old. During his career he had been associated with the late E. W. Scripps, the United Press Association, the Newspaper Enterprise Association, the Los Angeles *Record* and the Seattle *Star*.

E. W. Scripps, son of Mrs. Josephine Scripps, majority stockholder of the Scripps-Canfield Newspapers, will succeed Mr. Canfield as chairman of the board.

Again Heads "Say It With Flowers" Campaign

Henry Penn, Boston florist, has been re-appointed chairman of the National Publicity Committee of the Society of American Florists and Ornamental Horticulturists, to direct that organization's "Say It With Flowers" campaign. He will serve in office for another five-year period.

Radio Copy Code Aimed at Erratic Advertisers

A CODE of standards governing the acceptance of exaggerated or deceptive radio advertising copy has been adopted by thirteen broadcasting stations in the Chicago area. The code was worked out jointly by the Chicago Broadcasters' Association and the Chicago Better Business Bureau. The Bureau has been requested to co-operate also in the enforcement of these standards.

Declared unacceptable by the code are: superlative and unproved statements; ambiguous statements; copy disparaging or reflecting on advertisers or their products; "bait" advertising and overloading of a program with advertising matter. There are fifteen points in all, most of the rest covering various types of retail deception. The final point states that, "No advertising matter, announcement or program will be accepted by this station which may, in its opinion, be injurious or prejudicial to its reputation or to honest advertising and the good-will of its audience."

The standards of practice adopted by the National Association of Broadcasters in 1929 are also incorporated in the code.

As a preventive measure it is anticipated that this code will be especially effective in that it will make it impossible "for a wilfully erratic advertiser to 'jockey' one station against another until his copy is accepted."

Sperling to Plan Financial Advertisers' Program

I. I. Sperling, assistant vice-president of the Cleveland Trust Company, Cleveland, has been appointed chairman of the program committee for the 1932 convention of the Financial Advertisers Association at Chicago.

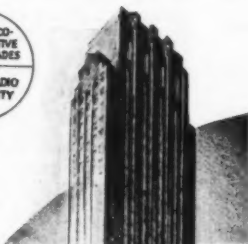
R. E. Gruber Advanced by National Screw

Ralph E. Gruber, for the last four years division sales manager of the National Screw & Manufacturing Company, Cleveland, has been made advertising manager of that company.

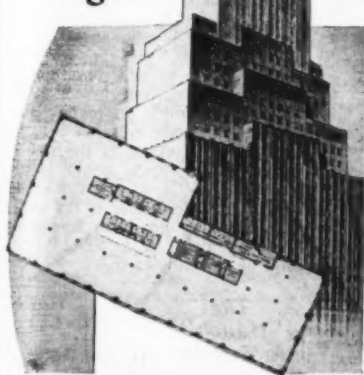
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THE FOCAL POINT OF THE *New* NEW YORK



"Right"



*Here is the
Background for an
Advertising
Agency . . .*

FOR "444 Madison at 49" is the focal point of the NEW New York — the common meeting point of the four fields of greatest prestige-building, business-creating opportunity . . . !

1. America's richest shopping zone
2. Decorative trade center
3. Uptown financial center
4. World's radio and hotel center .

Here, at this vantage point, in a building unusually well designed for agency purposes — where clients and prospective clients may be received, entertained and served under the most impressive, the most favorable circumstances—is the *right* location for an agency.

. . . "A General
Realty Building"

Agency

Tenants:

Federal Adv. Agency
L. H. Hartman Co., Inc.
Littlehale Co., Inc.

444 MADISON at 49
CROSS & BROWN COMPANY, Agent
270 Madison Avenue • Caledonia 5-7000

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6900. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street. A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, MARCH 17, 1932

Sickening Sameness

Charles F. Kettering, vice-president of General Motors, is always giving away bright gems of sound advice. He is a man who knows the close relation between research and advertising.

He realizes how essential it is for the factory man to give the sales and advertising department something new and different to enliven about.

Sameness sickens people, and this brilliant research man proves it thus:

"If you don't believe it, try writing a good friend a letter once a week about your dog. Before long he will be so sick of hearing about that dog he will probably come around and shoot it."

Scores of companies are getting new and different dogs to write about.

Bausch & Lomb offer an example of finding new angles.

When this progressive company made rimless eyewear a big seller on the basis of its being inconspicuous, it didn't keep to that one argument until people became sick of it.

In addition, it advertises that its rimless eyewear which is inconspicuous is also light in weight, that the metal parts in a mounting are only one-half the weight of a corresponding frame style.

Light weight is a real consideration to the person who must wear glasses continually.

Then the company stressed the advantage of "unobstructed margins" which, by assuring full vision, offers an added safety factor.

In addition, the individuality of the new style is emphasized.

"What's new" is the perennial inquiry of the progressive mind.

Mr. Kettering is right.

The 1932 angle in management must be a closer relation between research and selling in the knowledge that the buying public is sick of sameness and is continually ready and eager either to try something new or to hear something different about a product which can't be radically changed.

The "Hunch" in Selling

Walter Hoving, executive vice-president of R. H. Macy & Co., and a leading spirit in the National Retail Dry Goods Association, announces that he will agitate for the establishment of an Institute of Merchandising Research under the auspices of that association.

Practically every important industry, he points out, maintains a research laboratory for product and production study. But comparatively little of a scientific nature, he says, has been attempted or accomplished with merchandising, which "continues to be conducted largely on 'hunches.'"

The proposed institute will deal with such subjects as the prices at which merchandise sells best to consumers, proper selection for specific communities, and selling more to each customer.

Mr. Hoving's basic purpose of substituting facts for opinions will be applauded. Merchandising, es-

pecially much to do with the affair.

But I quite a bit of contention remain. As a matter of fact, seemed ago.

But I The "hunch" an important consideration. And how card index

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The INK comes on fact: moral: don't ask inquiry, page 86

Here of procedure.

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pecially the retail kind, has been much too much of a haphazard affair.

But his mention of "science" is quite another thing. We do not contend that merchandising must remain a happy-go-lucky process. As a matter of fact, it rests today on a factual basis that would have seemed impossible twenty years ago.

But it will never be a science. The "hunch" will continue to play an important part in this process that centers around human nature. And how can we ever hope to card index human nature?

Loose Ends

When an advertiser offers a booklet or sample in his advertising he should be ready to handle the resulting letters or coupons promptly.

The March 3 issue of *PRINTERS' INK* contained a little story, based on facts, which contained a plain moral for those advertisers who don't answer promptly every inquiry, particularly from children. ("Why Don't They Answer?" page 86.)

Here are two specific examples of procrastinating advertisers:

The Lionel Corporation, toy trains, offered a booklet-catalog in its newspaper advertising. A boy sent for this book three weeks before Christmas, and received it in January. There were many items described that he would have asked Santa Claus to bring had he received it in time.

The Quaker Oats Company is offering a booklet written by its radio entertainer, Phil Cook, to anyone sending name and address written on the cover torn from a box of Aunt Jemima's pancake flour. This same boy mailed a cover with his name and address on February 23. The book had not been received three weeks later.

All this is obviously a case of failing to catch up the loose ends that, properly assembled, may result in a satisfactory aggregate business. Strangely enough, failure to secure these loose ends is just as common when business is bad and hard to get as when it is good and easy to get.

The Tenino Tendency

Tenino, a little town ten miles from Olympia in Washington, made the front pages recently and simultaneously made obsolete the old wisecrack, "Don't take any wooden nickels."

For when the bank there failed, three men cut coins from plywood and the citizens accepted them.

The faith of their neighbors in these three men, two of them doctors and one a publisher, enabled a community to go along its normal way when a financial crisis impended.

This money, founded on faith, became even more valuable than regular money, when coin collectors began offering dollar bills for a Tenino wooden half-dollar.

Likewise, the confidence of people in their neighbors is going to have a prominent part in bringing business back.

National advertisers who have the money and the courage to increase their advertising and sales effort now will be the first to profit by this tendency.

A company which makes its product a household word by consistent and adequate advertising, builds for itself a neighborly feeling in every American home.

The same sort of confidence which made Tenino trust its neighbors makes the public trust these companies which have advertised frankly, honestly and consistently over the years.

The advertiser, building acceptance now for the present and future, is in the strongest position to be the recipient of the growing confidence of individuals in people and products they know all about.

Drop-in Buyers

An automobile manufacturer recently told his dealers that 90 per cent of the buyers of cars in the price range in which he sells have never been contacted by the dealers' salesmen. "It would be tough," comments *Automobile Topics*, "on many a salesman if the house claimed the commission on every sale to a 'drop-in.'"

In pleasing contrast to the situation in the automotive field is the

activity now going on in the electrical refrigeration industry. March is 10,000,000 Call Month, according to a well-planned campaign laid out by the Electric Refrigeration Bureau of the National Electric Light Association which is urging retailers to call on 10,000,000 prospects in a single month.

This business of confining the majority of sales to drop-in buyers is, of course, a problem for the retailer. But when it reaches the state that is present in several of our larger industries the manufacturer suffers—and suffers badly.

Being a new industry, electrical refrigeration has not been bound down by traditions. The successful manufacturers have been successful because they have seen to it that any dropping-in is done by the retail salesman and not by the prospect.

It would be a good thing for several depression-haunted industries if they would take a leaf from the electrical industry's book and make April their 10,000,000 call month.

Keeping Up Steam

Advertisers who will take the time to familiarize themselves with Coca-Cola's 1931 record will find the investment worth while. The company reduced its general operating expenses appreciably, R. W. Woodruff, president, reported in summing up the year's performance. But advertising was not cut; it was increased, and for the eighth consecutive year net earnings hit a new peak.

We are not suggesting that the increased advertising investment should be given all the credit; other elements contributed, and largely.

Nevertheless, at a time when the temptation is strong in some quarters to adopt short-sighted advertising policies, it would be a mistake not to realize some of the significance in the company's determination that regardless of general business conditions its advertising must be maintained.

This company's product is well established. People in many countries have developed the habit of asking for it by name. Thus, a

management inclined to dabble in advertising may readily be pictured as willing last year to give the appropriation an anesthetic and amputate.

But Mr. Woodruff and his associates apparently believe that the best way to maintain full speed is to keep up steam. This is the reason for the suggestion in the opening sentence of this item.

No Cause for Tears

A \$500,000 slash in appropriations for the Federal Trade Commission threatens to cripple the activities of that body, according to William E. Humphrey, chairman. The proposed cut, Mr. Humphrey says, would bring a halt to many of the Commission's activities such as holding trade practice conferences, unfair competition enforcement, investigation of fraudulent advertising, and the like.

Well, what of it?

We have a notion that business—and it goes without saying that we mean legitimate business—will not be thrown into a state of extreme melancholy when it hears this news.

For the Federal Trade Commission is about as popular as the tax collector.

A. A. Ackley with Addressograph-Multigraph

Allan A. Ackley has joined the Addressograph - Multigraph Corporation, Cleveland, as assistant to the sales manager of the Addressograph Company and sales manager of the Multigraph Company. He will be in charge of advertising for both companies. For the last four years Mr. Ackley has been associated with C. C. Younggreen in the advertising agency business at Milwaukee and Chicago, most recently with the Chicago office of the H. E. Lesan Advertising Agency, Inc.

Motion Picture Companies Affiliate

The Metropolitan Motion Picture Company, Detroit, has affiliated with the Atlas Educational Film Company, Chicago, the Alpha Motion Picture Company, Cleveland, and the Aeolian Company of Missouri, St. Louis. Under the terms of the agreement each company will retain its separate ownership and identity but will co-operate on sales and production.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET
NEW YORK

CREATIVE RESERVES do not figure in our balance sheet, but they do represent a Newell-Emmett asset of value to our clients.

This agency maintains an unusually high ratio of creative workers per account, even in these times. And that is reassuring to the advertiser who seeks unusually thorough service.

“NOT HOW MUCH, BUT HOW WELL”

FARM PAPER SUMMARY FOR FEBRUARY

COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1932 Lines	1931 Lines
Country Gentleman ...	20,309	36,804
Successful Farming ...	19,484	27,366
Capper's Farmer	18,814	24,498
California Citrograph ...	17,476	18,298
Farm Journal	12,023	14,051
Country Home	11,940	12,327
Florida Grower	10,886	14,008
Southern Agriculturist ..	10,273	17,841
Breeder's Gazette and Dairy Tribune	8,567	15,610
Poultry Tribune	8,039	14,415
Amer. Fruit Grower ...	7,729	11,406
Amer. Poultry Journal ..	6,640	12,053
Leghorn World	6,028	7,278
Rhode Island Red Jour.	5,986	7,141
Plymouth Rock Monthly ..	5,958	7,174
The Poultry Item	5,884	7,689
Better Fruit	4,530	8,758
Poultry, Garden and Home	4,329	7,914
New England Dairyman ..	4,174	5,200
Everybody's Poultry Jour.	3,783	6,360
Wyoming Stockman- Farmer	3,266	3,454
American Farming	3,218	4,240
Farm Mechanics	3,154	4,119
The Bureau Farmer ..	2,781	4,269
Northwest Poultry Jour.	2,724	5,046
Nat'l Live Stock Producer	2,501	4,684
Iowa Farmer & Corn Belt Farmer	2,267	3,726
Inland Poultry Journal ..	2,038	4,953
Farmers' Home Journal ..	1,344	1,851
Totals	216,145	312,533

SEMI-MONTHLIES

The Progressive Farmer & Southern Ruralist Carolinas-Virginias Edition	16,440	33,044
Ky.-Tenn. Edition	16,207	30,225
Texas Edition	15,820	29,553
Georgia-Ala. Edition ..	14,616	32,310
Miss. Valley Edition ..	14,071	30,240
Farm & Ranch	14,277	*27,844
Hoard's Dairyman	13,891	26,887
Okla. Farmer-Stockman ..	12,962	23,847
Missouri Ruralist	10,762	19,812
The Southern Planter ..	10,366	19,225
Indiana Farmer's Guide ..	10,123	*23,805
Montana Farmer	10,025	18,679

	1932 Lines	1931 Lines
Utah Farmer	9,931	15,579
Western Farm Life ..	7,984	14,231
Arkansas Farmer	7,175	9,233
The Arizona Producer ..	5,672	9,775
Missouri Farmer	3,791	4,860
Southern Cultivator ..	3,482	5,556

Totals 197,595 374,705

*Four Issues.

BI-WEEKLIES (2 Issues)

Prairie Farmer		
Illinois Edition	20,752	†37,915
Indiana Edition	15,529	†27,624
Wallaces' Farmer & Iowa Homestead	19,512	†44,192
Pennsylvania Farmer ..	18,849	†37,907
Wisconsin Agriculturist & Farmer	17,881	†38,450
Nebraska Farmer	16,954	†36,467
The Farmer & Farm, Stock & Home		*†38,747
Minnesota Edition ..	16,190	
Dakotas-Mont. Edition ..	12,919	
Ohio Farmer	14,636	†37,434
Michigan Farmer	12,749	†28,095
Dakota Farmer	10,498	30,617
Kansas Farmer, Mail & Breeze	9,519	†26,422

Totals 185,988 383,870

†Four Issues.

*One Edition.

WEEKLIES (4 Issues)

Rural New Yorker	23,831	36,822
Pacific Rural Press ...	22,679	36,746
California Cultivator ..	20,582	34,417
New Eng. Homestead ..	18,877	40,569
Washington Farmer ..	13,480	26,256
Oregon Farmer	13,136	24,158
American Agriculturist ..	12,437	26,235
Idaho Farmer	11,969	22,040
Dairymen's League News	5,369	6,873

Totals 142,360 254,116

FARM NEWSPAPERS (4 Issues)

Kansas City Weekly		
Star		*19,998
Missouri Edition	14,814	
Kansas Edition	13,892	
Ark.-Okla. Edition ..	13,728	
Dallas Semi-Weekly Farm News		
Friday Edition ...	6,416	9,526
Tuesday Edition ..	6,381	11,397

Totals 55,231 40,921

*One Edition.

Grand Totals 797,319 1,366,145

(Figures Compiled by Advertising
Record Company)

FAIRVIEW FARM
Waterville, N.Y.

Dear Groucho:

March 15th, 1932.

Don't be surprised if one of these days you find Mahatma Gandhi, Inc., listed among the four A's, along with your own advertising agency.

Don't laugh--consider-- did you ever see a man who handled the famous coverage question you boys are always talking about in a more competent manner? You bet your sweet life you didn't! That boy understands the fine points of coverage!

And what is the secret of his success? Hearken-- coverage should be simple, but--adequate.

Mahatma's sheet and safety pin don't give him a 100% coverage, but they cover him where he should be covered! It's the same way with us readers of the DAIRYMEN'S LEAGUE NEWS. When you talk to us you're not covering all the dairy-men in the country--but you are covering a vital spot--57% of the fluid milk shippers of the New York Milk Shed.

And we're not so different from the famous Mahatma in his follow-the-leader game either. He takes one step forward in his homespun overcoat and a million follow. When there was a scarcity of milk in the Fall, a few years back, we fellows decided that we could just as well produce a little more in the Fall and less in the Spring. Well, we started talking about this in the DAIRYMEN'S LEAGUE NEWS. Before we got through, most of our neighbors were following our lead.

Groucho, old boy, the sheet hasn't much on Mahatma, but Mahatma and his sheet have nothing on us.

If you would like to know more about coverage a la Gandhi, 'phone our business manager, Pennsylvania 6-4760, or address him at 11 W. 42nd St., New York City.

Sincerely,

A. Reader

DAIRYMEN'S LEAGUE NEWS

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The Little Schoolmaster's Classroom

Coupon hounds engage in all manner of shrewd practices to hide their identities and to produce time-saving economies. Efficient inquiry handling, however, brings their camouflage tactics to light, as Class Member Charles A. Wiggins, of General Foods Corporation, has observed in studying the work of his company's coupon department.

Instead of the chronic coupon clipper's activities being submerged in the handling of more than 3,000,000 inquiries a year, the system brings a surprising number of these to the surface. Mr. Wiggins tells the story of one seemingly clever person, residing in the territory of a small post office in the Middle West, who had gathered fifty-seven coupons all of which offered samples. He mailed each coupon in an individual envelope.

His scheme probably would have been detected in any event because, when the mail arrived at General Foods' coupon headquarters, the envelopes were received in a bunch as they were cleared through a terminal post office. But he provided a tell-tale give-away in his use of odd yellow envelopes which were spotted immediately and which gave evidence of what was perhaps the largest mailing for any one day from the small town in which he lived.

The clerk who sorted the inquiry mail held out the batch of little envelopes and the coupon hound was sent just one sample of each product.

Another chronic clipper in Defiance, Ohio, is so determined to have correspondence with General Foods that he has had a rubber stamp made for his use in addressing the company. The department has been instructed to watch out for this gentleman's envelopes. He has been sent one sample of Grape-Nuts but he will not get others unless he changes his strategy.

There is more than one way to take the hide off a hoarded dollar,

without skinning the hoarder. Everywhere merchants are over-anxious to exchange goods—their own goods—for hoards. But unless the merchandise is standard quality, well-advertised value, it hasn't much pull on the toe of a sock.

Class Member T. P. Pfeiffer, advertising manager of the Byllesby Engineering and Management Corporation, Chicago, visualizes a haven for timid dollars in sound investments. Let him tell it as he wrote the Schoolmaster (not forgetting to enclose proofs of a series of advertisements now being published by the Northern States Power Company, a part of the Standard Gas & Electric system):

"You will note that while the purpose of the advertisements is to sell the preferred stock of Northern States Power Company, the dominant theme is the argument that hoarding is an economic fallacy; and in addition to advertising Northern States Power Company preferred stock, we also point out the value of savings bank deposits and investment in sound securities generally."

In other words, Mr. Pfeiffer is not selling just his stocks, he is selling sound investment as an offset to hoarding. As an offset to this idea is the hard fact that many inexperienced (before 1929) investors have reason to wish that their investment dollars had been hoarded instead.

One of Mr. Pfeiffer's advertisements says that "the preferred shares of Northern States Power Company have paid dividends regularly since organization of the company twenty-two years ago." That is a potent argument. If the Schoolmaster could only be sure, he might rip open that Beautyrest.

Here is a little lesson in psychology. It concerns the desire on the part of the management of the Monsanto Chemical Works to get workers to take more pride in their tasks.

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Demand **IMMEDIATE ACTION**

...and **GET** it
via POSTAL TELEGRAPH

● A Postal Telegram "sees" the man you want it to see...without fuss or bother or delay. It puts over a big story in a big way *right away*. It has an urgent manner about it that gets things done...immediately. Today...demand immediate action and *get* it...via Postal Telegraph.

Postal Telegraph is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.



THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial
Cables



All America
Cables

Mackay Radio

Editor Wanted

for monthly magazine of large circulation among automobile owners, published as house organ of leading automotive manufacturer. This man must be an experienced writer, able to develop and write interestingly on automotive and extraneous subjects. He will be responsible for the selection and assembling of subject matter and pictures, for writing or editing entire contents of magazine, and for supervising its mechanical production. Give experience, references and salary expectations. Any samples of work submitted will be returned. Address "C," Box 298, Printers' Ink.

SALES and TRAFFIC Manager Available

Fifteen years with present employer, manufacturing, distributing food products; released account general curtailment. Valuable merchandising background. Age 36, married, salary open. Address "E," Box 299, Printers' Ink

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding nine or more copies is \$1.25, postpaid, and the Monthly holding eight copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Frank A. EBOLI studio

31 East 27th St. New York
Phone: AS 8-1241



in the refining or finishing rooms in some plants were dressed in white uniforms. Increased pride in the quality of the output and increased interest in the neatness of their workroom resulted.

"The slight expense involved was amply repaid," reports Edgar M. Queeny, president of Monsanto.

White uniforms are always impressive. They are symbolic of cleanliness. It is only natural that the employees wearing them should feel a keener sense of responsibility. There is also the impression that the uniforms make on visitors.

A word of caution, however, to those who plan to dress up their employees: Make certain that the uniforms are kept clean. White uniforms should be white, not dirty, and this applies to uniforms of any other color.

* * *

A member of the Class brings up the thought that there seems to be something of an epidemic of so-called "painful advertising" these days—more than usual, that is.

A writer in the *Presbyterian Advance* does justice to the subject, under the title "Does Advertising Give You a Pain?"—thus:

"Most advertising men are fairly jovial fellows and a lot of the advertisers who pay the bills are equally delightful companions—even though in quantities they seem to want to fight shy of church papers. BUT—and here's the curious thing—how sad they are when they appear through their products in advertising.

"Here is the fellow with an awful frown—maybe he drank coffee, or he drank the wrong kind of coffee, or possibly he is merely pained because his friend had the wrong etiquette book, or maybe no book at all.

"Here is a woman in torment (according to the scores of advertising pictures). Certainly she is suffering almost as much as the reader. She didn't use chains on her car, she ran her tires too long, she retired too late without a hot cereal drink soothing to the nerves, she forgot to use any of a dozen or so 'perfect cures'—or maybe she had just been looking over a lot of modern woe-bearing advertising

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when the photographer snapped her picture."

The writer suggests that, if Mr. Advertiser cheers up, perhaps Mr. and Mrs. Consumer will cheer up, too, and buy his wares.

* * *

In a recent talk, Frederick M. Feiker, director of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce, offered the services of that Bureau to aid industry develop sensible economic planning. Part of his talk appeared in the March 3 issue of PRINTERS' INK.

Mr. Feiker's long and varied business experience makes him particularly fit to determine industry's needs and the Schoolmaster knows he has already set in motion the well-oiled machinery of his department to gather data that will be of tremendous value to business. However, there is a suggestion the Schoolmaster would like to make to Mr. Feiker and while he has a conviction that it is already down on the Feiker agenda he is going to offer some unsolicited advice nevertheless.

It goes without saying that the Bureau of Foreign and Domestic Commerce has gathered more material of brass tack use to business than all the other Government departments lumped together. But, like all the other Government departments, there is no general index available that we know of that lists the gold-mine of material that may be had for the asking.

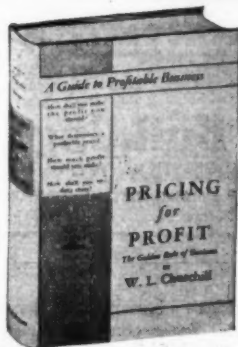
The Schoolmaster is going to suggest, therefore, that the Bureau of Foreign and Domestic Commerce issue a report, or index—the name given to it doesn't matter—that will list at least the major classifications of information to be had at the Bureau. Such a list placed in the hands of business executives would go a long way toward bringing business and Washington closer together.

* * *

One newspaper advertisement sold fifteen carloads of merchandise! That must be some sort of record. In any event, it is a whale of a lot of goods. The Class should be interested in the details.

The advertiser was The Davis

SHOW the ADVERTISER HOW to SPEND for PROFITS



"Were we an advertising agent we could find no better use for the book than to mark several of the most pointed paragraphs and see that some of those clients who are hopefully waiting for the turn of the tide received a copy."

"Were we an advertising manager interested in profits—and who is not—we would see to it that the board of directors each had a copy of the book before next we appeared with our advertising budget for their perusal."

—so says Herbert L. Stephen in his column, "The Advertiser," in N. Y. Evening Post, March 9, 1932.

Here's the book

PRICING FOR PROFIT

Use the Coupon

The Macmillan Company
60 Fifth Avenue, New York

Hurry along that new book of yours, *Pricing for Profit* by W. L. Churchill. My business card is attached. I'll send you three dollars or return the book in five days. Mail it to:

NAME

ADDRESS

The 1932 Lumber Dealer

sells all products that go into the modern building, 35% to 50% of his sales are in products other than lumber. Today he is the *building material dealer*. And the paper with the **LARGEST CIRCULATION** among retail building material dealers is

Building SUPPLY NEWS

AND BUILDING MATERIAL MERCHANT
Sixteenth Year CHICAGO

Depression + Stimulation = Normalcy

The plus factor (sales stimulation) is found and named in "POWERS THAT MOVE MEN TO ACTION."

Results under test: 150% increase in gross returns . . . 208% increase in net profits.

Mailed Without Charge on Letter-Head Request

ROBERT RUXTON

10 High Street Boston, Mass.

Marketing Facts

Let me talk to your Cincinnati dealers about the sale of your product and give you the facts gathered in a short report form to help you in laying your marketing plans.

Will work on reasonable per day basis and furnish you complete reports. You owe me nothing unless satisfied.

JOHN BURGOWNE, JR., 2707 Norwood Avenue, Norwood, Cincinnati, Ohio

We Want To Buy From You For Cash!

We do a consignment business with small general merchants. We have over 25,000 active satisfied merchants but conditions have reduced our volume.

To increase our volume, we are anxious to get other items to send to these 25,000 merchants on consignment. The items must command a long profit but not too great a depreciation (perhaps some patented article might be preferable).

We buy in large quantities for cash, advise what you have to offer.

BOB-CAF COMPANY

23rd and Locust Sts., St. Louis, Mo.

Company, a Chicago department store affiliate of Marshall Field & Company. This store is in the Loop section but not at the end where the crowd that has to worry about surtaxes is presumed to shop. The company bought a double truck in a newspaper on the night preceding a three-day sale of food products. There was no follow-up of this advertisement.

The food department of the Davis store did the biggest business—dollars and cents volume—in its history on the three days following the advertisement. On the first day 7,200 orders were received; 5,000 on the second day, and 3,000 on the closing day, a Saturday. The orders averaged fourteen items each. The store moved fifteen carloads of food products.

Most of the items featured were nationally advertised products on which the prices had been reduced. Although prices on some items were shaved down to the point where there was little or no margin on them, the aim of the sale, to make a profit, was realized. A number of items bearing the Davis store's own brand were also included in the sale.

L. C. Rieker, food buyer for the store, told the Schoolmaster: "In arranging for our three-day sale advertisement we had the co-operation of several advertisers. I doubt if one of them regards his investment as anything but a wise one. It produced a profit for everyone concerned."

The Class may wonder, however, what these advertisers' other customers thought of the "co-operation." So does the Schoolmaster.

Made Manager of Spokane Club

Frank Zeorlin has been made joint manager of the Spokane, Wash., Advertising Club and the Better Business Bureau of that city, succeeding Henri Parmelee, resigned. Mr. Zeorlin was manager of the Spokane Advertising Club prior to Mr. Parmelee's appointment.

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HALIFAX
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WINNIPEG
LONDON, Eng.

"GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited

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Classified Advertisements

BUSINESS OPPORTUNITIES

PUBLISHERS' REPRESENTATIVE—Well-known Advertising Salesman covering OHIO and MICHIGAN and located in Cleveland, O., wishes to add another paper to his list. Box 912, P. I.

Established Trade Paper in a growing field with excellent possibilities needs additional capital. Did over \$20,000 gross in 1931. \$5,000 cash required for substantial interest or will consider outright sale. Box 918, Printers' Ink.

N. E. REPRESENTATION

Eight years' experience selling local and national advertisers and agencies qualifies me, age 30, to act as agent for publishers' representative or to represent some publication direct in Boston and New England. Box 914, Printers' Ink.

PUBLISHERS

who wish to reduce cost of maintaining Eastern Advertising Office.

A well-known special agency can give efficient service at greatly reduced cost of maintaining own organization. Only interested in publications of good reputation and standing. Box 917, P. I.

EMPLOYMENT SERVICES

Sales Managers we like to serve. Like to plead their causes before businessmen. Generally win their cases. That is why from far and near Sales Managers, Sales Promotion Managers, District Managers and Sales Representatives come to Penn to help them find good sales executive positions with good companies. Penn has helped thousands like you. Penn can help you, too. Consult Penn today. JACOB PENN, INC., 535 5th Av., N.Y.C.

HELP WANTED

ADVERTISING MANAGER For Retail Furniture Store

\$1500 to \$5000. Must write copy that sells merchandise—be fast and know retail credit furniture business. Must give complete record in first letter—samples if possible. Box 907, Printers' Ink.

CHANCE FOR YOUNG WRITER

We are looking for a keen, able young man who loves to take ideas and set them down in words of grace, force, power and precision. He will start in the magazine business as editor of a house-organ and general promotion man. He should have college training and we very much prefer that he has taken journalism. If he has these basic qualifications, we are not much concerned about his previous experience. The salary to start will be moderate but fair. Now sit down and write a sales letter about yourself, giving age, when you left school, what you have done since, salary required, etc. If you have what we want your letter should register. Box 905, Printers' Ink.

PARTNER for recently established one-man technical and industrial agency. Growing. Exceptional training. Recognized ability. Need outside man able to finance himself for one or two months. Box 906, P. I.

BY PHILADELPHIA AGENCY. Seasoned writer of technical copy for exacting industrial accounts. Engineering training essential. State age, religion, past connections, character of past work, lowest starting salary. Box 903, P. I.

MISCELLANEOUS

FOR RENT—3,000 feet Floor Plan and modern partitions designed to meet requirements of art service or similar business. Twentieth floor, excellent light and quiet. Exceptional space at low rental. Phone—Wisconsin 7-3866.

POSITIONS WANTED

Specialty Salesman—who can actually produce results, seeks connection. Single, Christian. 12 years' experience, traveling entire United States. Will go anywhere. Box 915, Printers' Ink.

ARTIST—Experienced on national accounts, visuals, layouts, typography, fine figure and general advertising illustration, desires connection with N. Y. agency or advertiser. Box 913, Printers' Ink.

WRITER (29)

Christian; college education. Seven years' experience with two firms. Will DEMONSTRATE ability before accepting position. Box 910, Printers' Ink.

YOUNG MAIL ORDER MAN

27 yrs., married, Christian, 7 yrs.' experience, catalogs, flyers, broadsides, four-color inserts, sales letters, general mail promotion; assist or take charge, go anywhere, college ed., good connection primary requisite. A1 ref. Box 911, P. I.

ADVERTISING AND SALES EXECUTIVE—Twelve years as Advertising Manager and Sales Director in food lines, particularly coffee. Capable of planning and merchandising complete sales and advertising campaigns. Twenty-two years' advertising background. 35—married—opportunity more important than salary or location. Best of references. Box 916, P. I.

SECRETARY-ASSISTANT TO SALES MANAGER OR PUBLICITY EXECUTIVE

—Executive type woman, six years' experience sales office, accustomed to handling customers tactfully, running office and selling product during absence of sales manager, wants to assist busy executive. Excellent correspondent, knows stenography, typing. College background. Box 909, P. I.

SOUTHWESTERN PAPER MILL REPRESENTATIVE

Aggressive, dependable young man, nine years selling coarse and fine paper, two years sales promotion manager large manufacturer, desires connection as Southwestern representative of paper mill. Thorough knowledge of advertising and merchandising. Age 29, married, University Education, available thirty days' notice. Box 904, Printers' Ink.

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June 29
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